

Starchroom

LAUNDRY JOURNAL

First in the Laundry Industry since 1894

MARCH, 1952



Annual Young Men's Conference drew attendance from 28 states and Hawaii. See story on page 18. Don't miss other features on reducing shirt finishing costs at a Massachusetts laundry on page 13; Primer article on "Soap—Its Purpose and Proper Use," page 32; and how Wilke Laundry gets new workers, on page 56

if-

YOU'RE
WHEEL SIZING FOR
PRODUCTION

*then you owe it to
your work to use—*

VELVET RAINBOW
for **Quality**

THE STARCH THAT MADE WHEEL SIZING PRACTICAL
THE HURON MILLING COMPANY 9 PARK PLACE, NEW YORK CITY 7

Almost Everybody Knows *Colonel Cottonblossom* and his associates



William D. Ellis
President



Col. Cottonblossom



Wiley P. McClintock
Sales Manager



Parker H. Cleveland
Western Representative



Paul J. Ellis
Eastern Representative



Richard C. Dwinell
Mid-Western
Representative



Alan G. Stanford, Jr.
Southwestern Representative



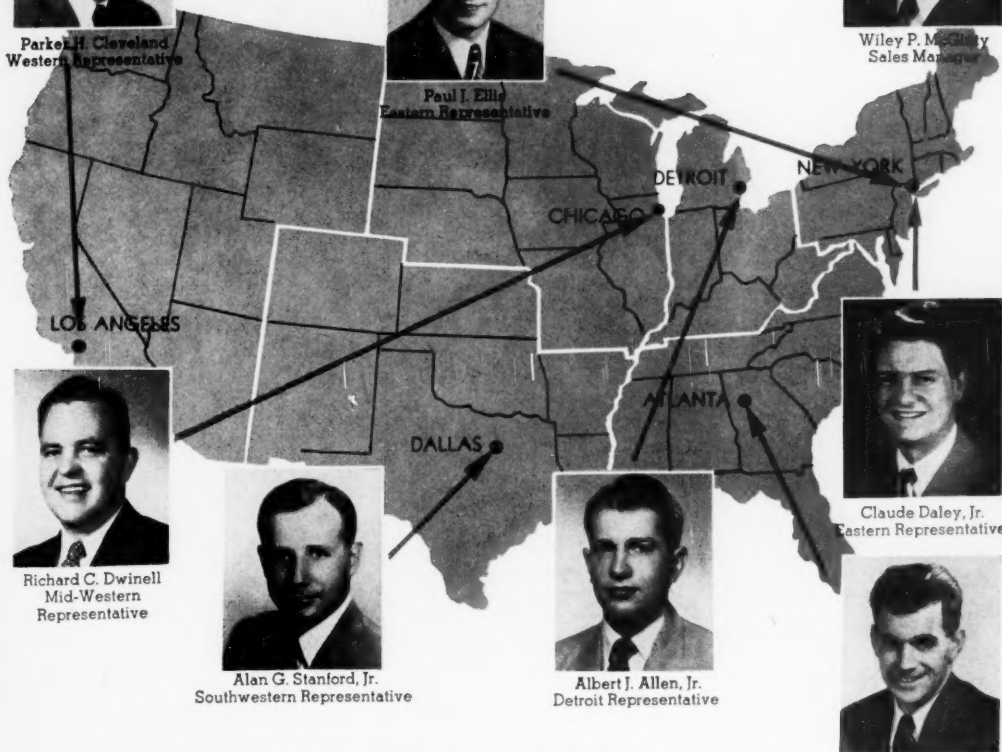
Albert J. Allen, Jr.
Detroit Representative



Claude Daley, Jr.
Eastern Representative



Jack Jones
Southeastern
Representative



Order from your favorite supply house today.

COTTONBLOSSOM: COTTON NETS NYLCOT NETS COVER CLOTH COVER DUCK PRESS PADS
PRESS COVERS FEED RIBBONS SHEETING PADDING FLANNEL WONDRESS IRONER PADS

SOUTHERN MILLS, INC.

585 Wells Street, S. W.

ATLANTA, GEORGIA

Telephone LAmar 1991

NEW YORK 7, N. Y.
233 Broadway
Phone Beekman 3-9260

CHICAGO 54, ILL.
10-103 Merchandise Mart
Phone Delaware 7-5193

LOS ANGELES 7, CALIF.
3783 S. Broadway
Phone Adams 6171-72

DALLAS 1, TEXAS
Room 523 Second Unit
Santa Fe Bldg.
Phone Prospect 3981

DETROIT 16, MICH.
1627 West Fort Street
Suite 515
Phone Woodward 1-9673

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



PUBLISHED MONTHLY SINCE 1894

VOL. LIX, No. 3, MARCH 15, 1952

READER'S GUIDE

Features

Lake Waban Reduces Shirt Costs.....	By John J. Martin	13
Third Young Men's Conference a Success.....	By the Starchroom Staff	18
Controlling the Productive Payroll.....	By Arthur H. Brown	24
Starchroom's Laundry Primer, Part III.....	By Raymond W. Ahr	32
Laundrette Doubles Volume in Five Years.....	By James A. Barnes	52
How Wilke Attracts New Personnel.....	By John J. Martin	56
Backing Responsible for Most Laundry Truck Accidents.....		60
Cleaning.....		62
N.I.C.D. in St. Louis.....		
Rug Cleaners Meet in Boston.....		
Engineering.....		70
Steam Engines—How to Keep Them Running, Part II.....	By Joseph C. McCabe	
Linen Supply Convention Program Announced.....		76
D.S.I.A. Convention Plans.....		76

Departments

Editorial.....	10	New Products and Literature.....	78
Rhapsody in Bellew.....	38	News from the Allied Trades.....	82
Laundry News Notes.....	42	Convention Calendar.....	88
Business Trends.....	60	Obituaries.....	90
Index to Advertisers.....	98		

STARCHROOM LAUNDRY JOURNAL, March, 1952. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut St., Lancaster, Pa. U. S. A. Subscription rates: United States and Canada, \$4.00 per year; Foreign, \$6.00 per year. Single copies: United States and Canada, 50 cents; Foreign, 75 cents; except for Guidebook issue which is \$1.00 per copy. Volume LIX, No. 3. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

Gaylord D. Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtis E. Frank, Executive Vice-President and General Counsel; Albert M. Andersen, Executive Vice-President; J. Aubrey Hope, Harold P. Harper, Donald R. Arnold, Vice-Presidents; Harry W. Warner, Secretary and Treasurer.

Editorial, Executive and General Advertising Offices, 304 East 45th Street, New York 17, N. Y. Tel.: Oregon 9-4000

Eastern Advertising Offices, 304 East 45th Street, New York 17, N. Y.; Tel.: Oregon 9-4000. William S. Crompton, Manager

Midwestern Advertising Offices, 20 North Wacker Drive, Chicago 6, Ill.; Tel.: Franklin 2-9566-67. Edward W. Korbel, Manager

Copyright 1952, The Reuben H. Donnelley Corporation. The entire contents of this publication covered by general copyright. All rights reserved.

Under Forty?

The third annual AIL Young Men's Conference is now past. The fourth one has been tentatively scheduled for Cleveland, Ohio, next February. As in the past, it will precede the annual convention of the National Institute of Cleaning & Dyeing.

The speakers at the conference just held were every bit as well qualified as in the past. Once again it was proven that the industry is not totally lacking in young executives capable of taking over the reins of management in the years ahead. But we thought we detected a diminishing of the enthusiasm with which the boys participated in the sessions this year as compared with last year.

Criticism is of no value if it seeks merely to destroy. The young men's conferences certainly should not be done away with. But anything that can be suggested which might help make them of greater interest to those who attend should be seriously considered. It seemed to us that there was a general reluctance on the part of those in attendance to "let their hair down." If so, we couldn't help wondering on our way home if the presence of so many members of the older generation had something to do with it?

If the conferences are to continue to generate enthusiasm among an ever increasing number of young executives and potential executives in the industry, year after year, these men should feel free to express themselves while in attendance. If the presence in the back of the room of several laundryowners and others connected with the industry who are members of an older age group tends to stifle the free expression of the participants, it seems to us one of the main purposes of the conferences is threatened.

One of the real needs of the industry is an ever growing group of young, imaginative leaders who are not afraid to try new ideas simply because they are new—people who will bring "fresh, new thinking" to laundry management, as one of the speakers called it.

For three years now the young men's conferences have helped foster this kind of thinking. They have afforded an opportunity to scores of the industry's young men from different parts of the country to gather together and exchange the benefit of this thinking among themselves. In this respect they have been unique. It would be a backward step, in our opinion, to abandon them. And if enforcement of the 40-year age limitation will further stimulate attendance and participation in the meetings, it might be worth trying.—Jim Barnes

NED WINTERSTEEN general manager
JAMES A. BARNES editor
E. P. GREENE managing editor
LOU BELLEW associate editor
JOHN J. MARTIN associate editor
JOSEPH C. McCABE engineering editor
ROLLIN NELSON art editor



Rugged Simplicity

PANTEX... the ONE air-operated laundry press

with **NO** diaphragms

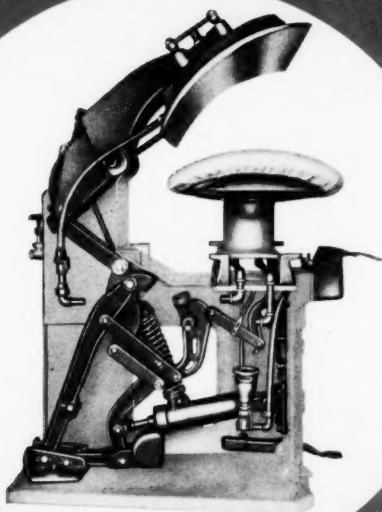
AND

only **ONE** master air valve

only **ONE** air cylinder

only **ONE** air hose

only **ONE** hydraulic shock absorber



Pantex
REG. U.S.
PAT. OFF.

Equipment that
invites comparison

The Pantex laundry press is engineered to eliminate the unnecessary gadgets that cause 85% of your service and maintenance headaches!

PANTEX MANUFACTURING CORPORATION
BOX 660 G, PAWTUCKET, RHODE ISLAND

Gentlemen: please send me further information about Pantex Laundry Presses.

Name.....

Company.....

Address.....

City.....

Zone..... State..... 006

PANTEX MANUFACTURING CORPORATION • PAWTUCKET, RHODE ISLAND



"Charlie's a regular talent scout since he discovered Swift's Soaps!"

Ordinarily, Charlie is a very steady type—with both feet *solid* on the ground. But, like countless other laundrymen, he's fairly carried away by his enthusiasm for Swift's Soaps.

You see, Swift's *complete* line includes the *right* soap for every need—for heavy soil... for a break... for low-temperature washing. And, as you know, the

right soap—and plenty of it—makes the difference.

To develop even better products for your purpose, Swift's Technical Laundry Research Division is working daily on soap and laundry problems. This means that Swift Soap products always have the quality and effectiveness to help you get better results in your laundry.

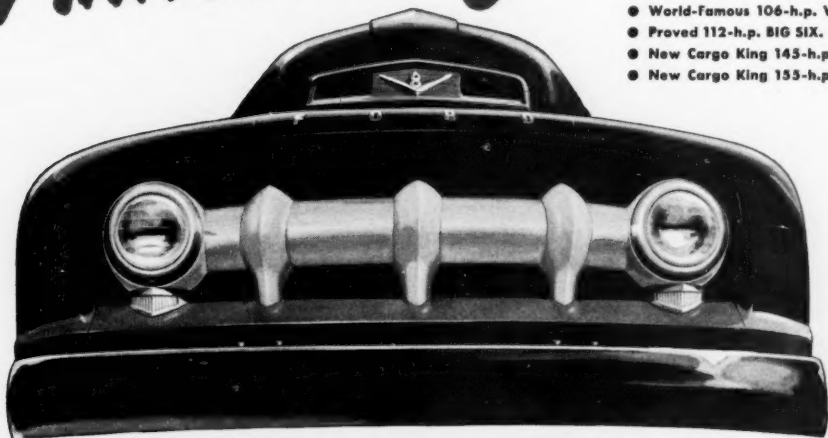
Call **SWIFT** *first*
for soaps

Listed below are some of Swift's fine soaps. You can order any one of them from Swift's distribution points coast to coast and expect immediate delivery.

White Ribbon Chips & Powder
Guaranteed Laundry Powder
Formula S Powder

Break-O Powder
Wool Soap Flakes & Powder
Glory Chips

Announcing



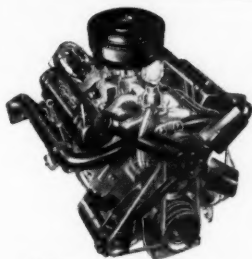
NOW! FIVE GREAT FORD TRUCK ENGINES!

- New 101-h.p. Cost Clipper Six.
- World-Famous 106-h.p. V-8.
- Proved 112-h.p. BIG SIX.
- New Cargo King 143-h.p. V-8.
- New Cargo King 155-h.p. V-8.

New FORD TRUCKS for '52

Engineered for modern, low-cost Speed Hauling

NOW FIVE great Ford Truck engines permit better "tailoring" of truck power to your specific hauling job! Over 275 series power combinations. Only FORD in the low-price field gives you so many power choices, series for series, in 1/2-ton to 3-ton trucks!



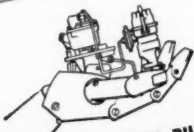
3 NEW ULTRA-MODERN HIGH-COMPRESSION, LOW-FRICTION, OVERHEAD-VALVE ENGINES!

New Ford short-stroke Low-FRICTION design saves up to 14% on gas! Two V-8's, one Six! Fully-proved! High-compression punch with regular gas!

EVERY drop filtered
EVERY time around



NEW FULL-FLOW OIL FILTER
Ford's new Full-Flow oil filter removes harmful dirt and abrasives from every drop of oil. Result: engine life is prolonged, ring and cylinder wear reduced.



IMPROVED POWER PILOT

Another Ford exclusive in the low-price field! This proved fuel-feeding and fuel-firing system gives you the most power from the least gas.

Availability of equipment, accessories and trim as illustrated is dependent on material supply conditions.

FREE

MAIL THIS COUPON TODAY!

FORD Division of FORD MOTOR COMPANY
3283 Schaefer Road, Dearborn, Michigan

Please send me without charge or obligation, complete details on the new Ford Trucks for '52 and the 5 great Ford Truck Engines!

Full Line ☐ Light Models ☐ Heavy Duty Models ☐ Extra Heavy Duty Models ☐

Name _____ (Please print plainly)

Address _____

City _____ State _____

Check here if student ☐

See "Ford Festival" starring James Melton on NBC-TV

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



Specialists in Laundry Cleaning Products



Stanley Wolf (right) and a Wyandotte specialist inspect finished work in Wolf's \$1,000,000 Ferndale plant.

RIDDAX cuts washing time one third to one half!

Here's another surprising case of savings in time and costs, and improved work, through Wyandotte products and service.

"We do only the toughest work," says Stanley Wolf (above), of Wolf Sanitary Wiping Cloth Co., Ferndale, Michigan. "There aren't many cleaning products that will do the work at any cost!

Riddax goes farther

"So we're doubly pleased with Wyandotte RIDDAX. It meets all specs . . .



for any kind of industrial washing; we use *less* RIDDAX than we've had to use of other products; and with RIDDAX our modern machinery does the work in as little as half the time. We use RIDDAX exclusively, now."

Where washing volume reaches better than 3 tons per hour, this saving in supplies and time is particularly important. But whatever your volume, however tough your work, take a cue from Wolf, one of the oldest, largest, and most modern plants in its

field. Rely on Wyandotte products and services. Get in touch with your jobber or with a Wyandotte laundry specialist today. Wyandotte Chemicals Corporation, Wyandotte, Michigan; also Los Angeles 54, California.



Helpful service representatives in 88 cities in the United States and Canada.

Largest manufacturers of specialized cleaning products for business and industry

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

*there are lots
of good reasons—
tell us yours and **WIN***

1st PRIZE a 1952 CADILLAC
2nd PRIZE a 1952 OLDSMOBILE
3rd PRIZE a 1952 CHEVROLET
in **HOFFMAN'S** easy-to-enter

"Here's Why I Bought" **CONTEST**

DID YOU BUY?
(or are you considering?)

**MODEL "X" PRESS
NU-CLEANING SYSTEM
140-F UNITS
"Steamaster" BOILER
AIR VACUUM SYSTEM
DRYCLEANING OR
LAUNDRY MACHINES**

**Purchase of these
or Any Other
HOFFMAN Product
Makes You Eligible
to Win (See Contest Rules)**

READ THESE SIMPLE RULES

ELIGIBILITY — Contest is open to anyone purchasing new Hoffman equipment in the period between September 1st, 1951 and March 31st, 1952.

ENTRY — Contestant should write a letter, of any length, telling why the equipment was bought. Grammar, style, spelling, punctuation are unimportant. Letters will be judged on the basis of the reasons given, for example: past experience with Hoffman, solution to a production problem, better working conditions, etc.

DECISIONS — All entries become the property of U. S. Hoffman Machinery Corp. and decisions of judges are final.

MAILING — Letters should be sent to "Here's Why" Contest, c/o U. S. Hoffman Machinery Corp., 105 Fourth Ave., New York 3, N. Y., postmarked no later than midnight, March 31st, 1952.

PRIZES — Three prizes will be awarded for the best entries, as selected by the contest judges:

First prize — 1952 Cadillac
2nd prize — 1952 Oldsmobile
3rd prize — 1952 Chevrolet

NOTIFICATION — Winners will be notified and prizes awarded as soon after the contest ends as is required to complete judging.

Contest offer good in Continental United States only

DON'T MISS IT! Ask Your Hoffman Representative for Helpful Suggestions!

TOPS IN VALUE ... SINCE 1905



Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

**bundles
speak
louder
than
words!**



**No other soap can
match SIMPLEX...**

- Small, easy to use granules
- Dissolves and disperses rapidly
- Penetrates quickly to the heart of the load
- Maintains pH balance longer
- No doping required
- Always pure and uniform
- Potent cleaning power reserve
- Safe on all fabrics
- Gets more dirt per dollar
- High detergent value
- Lifts out dirt and oil
- Prevents sediment deposits



The brightness of your bundle shouts the whole story of your service. See that it says the best things about your laundry... by using SIMPLEX for brilliant white work.

SIMPLEX is America's foremost white work soap... ideal for all low temperature washing processes. Well-named, because it's so simple and economical to use.

The best way to make sure your bundle builds business is to fill it with brilliant white work... the SIMPLEX way!

H. Kohnstamm & co., inc.

ESTABLISHED 1851

- 29 PARK PLACE, NEW YORK 2
- 11-13 E. ALBION ST., CHICAGO 11
- 4700 W. 12TH ST., KANSAS CITY, MO.



ALBANY - ALBUQUERQUE - ANCHORAGE - AUSTIN - BOSTON
BIRMINGHAM - BUTTE - CLEVELAND - DENVER - DETROIT - HOUSTON
KANSAS CITY - KANSAS CITY, MO. - KANSAS CITY, MO.
LOS ANGELES - LOS ANGELES - LOS ANGELES - LOS ANGELES

FOREMOST MANUFACTURER AND DISTRIBUTOR

OF QUALITY LAUNDRY AND CLEANING SUPPLIES

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

Ellis-equipped Plant

pays off in

- GREATER PRODUCTION
- LOWER COSTS
- BETTER CONTROL

5
7
2

12 Unloading Type Washers
12 Full Automatic Washers
12 Perforated Chart Controls

THIS installation of 14 ELLIS Stainless Steel Washers . . . at Central Steam Laundry in Chicago . . . is another example of how a progressive linen supply company is modernizing its plant for top level operating efficiency with Ellis equipment.

Five of the twelve Unloading Type Washers are now fully automatic equipped. Based on a year's successful operation, the first group of Ellis fully automatic machines is showing such an increase in production and profits, as to justify conversion of the other nine washers into full automatic operation.

All washing supplies are piped directly to the machines from a central supply system, and the operating cycles controlled from an individual station on each washer, insuring uniformity on every run.

Write for details of the Ellis full-automatic central supply system.

Perforated chart controls all operations, and is long enough to provide for 5 one-hour formulas or any fraction thereof.

The ELLIS DRIER Co.
2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

Starchroom Editorial

Managers Wanted

Last month in St. Louis, AIL President Martin Romeiser spoke out against what he called "The Prophets of Gloom" in the laundry industry. He was speaking before a group of allied tradesmen who were assembled for the annual convention of the National Institute of Cleaning & Dyeing.

Coming fresh from the third annual Young Men's Conference of the laundry industry, President Romeiser described to his audience the various speakers he had heard at that meeting. None of them was over 40 years of age. Some were in their twenties or early thirties. Each of the young men came from a plant which he either managed himself or in the management of which he exercised an active role. Each of these plants was making money. Many of them were showing nice increases in sales over the preceding year.

Mr. Romeiser pointed out that none of these young men were prophets of any philosophy other than that of enthusiasm for their jobs and a determination that good, hard work on their part would result in expanding the volume of business in their plants.

That set us to thinking about the rumors going the rounds of the industry last spring to the effect that plants were going out of business by the score and the future of the family laundry business was doomed. We decided to check with Dun & Bradstreet to see how the industry wound up the year with regard to failures and here's what we found.

Forty-two laundries with current liabilities totalling \$1,066,000 failed during 1951 compared with 47 failures in 1950 with current liabilities of \$1,010,000.

During the latter part of 1951 there was no discernible trend that might indicate that failures were about to step up in frequency. In fact, quite the opposite. The number of failures in the last quarter of 1951 had dropped to four from 14 in the preceding quarter of that year whereas, in 1950, the number of failures for the last quarter was 12 compared with 13 in the preceding quarter. In December, 1951, only one laundry with total current liabilities of \$12,000 failed in the United States.

American business suffers from a shortage of good executives. In an article asking "Why Do Businesses Fail?" (*Dun's Review*, December, 1951) Griffith M. Jones examined the causes of 8,285 business failures in the year ended September 30, 1951, finding that 88 percent could be traced to executive deficiencies. If this figure is typical, and Jones did not select his cases, American business stands in vital need of more and better high-level managers. More and better; both are important.

It is good to hear President Romeiser speak out against the gloom dispensers. It is also good to hear him cite the example of the young men's conferences as an effective means of helping combat a feeling of despair in the industry. The facts quoted above seem to support his position well. There seems to be nothing wrong with our industry which a well trained, enthusiastic group of managers could not cope with.

Answer The Call

Life ebbs away as blood spurts from the severed artery of an auto accident victim. A tiny child shrieks in pain and terror as fire sears her arm. A swimmer cries out and thrashes helplessly in the water as a sudden cramp seizes him. Each year the Red Cross trains hundreds of thousands in first aid and water safety to assist the victims of such emergencies.

Last July the nation's most devastating flood since 1937 smashed through Kansas and Missouri and overflowed into Oklahoma and Illinois. Estimated property damage in Kansas and Missouri alone was more than one billion dollars. Twenty persons died and hundreds of thousands suffered one kind of economic loss or another. Tens of thousands were made homeless. Through your help the Red Cross was able to answer their call.

Every March the American National Red Cross conducts its annual fund raising campaign. This year the goal is 85 million dollars. The money is needed badly in order to carry on such necessary activities as those described above. It affords each of us an opportunity to participate in these activities at home and abroad.

How completely the Red Cross acts as the channel through which millions of Americans fulfill their desire to serve others is most plainly shown in two simple statements: One out of every four persons in the United States is a Red Cross member. One out of every 90 persons in the United States is an active Red Cross volunteer. From this wide base of popular support stems the great strength of the organization and its unique position in American life.

For the sake of us all, answer the call when the Red Cross calls on you.

Don't Forget

Remember the man who was speeding along the highway when a patrolman pulled up alongside and said, "Where's your wife?" The man, a bit puzzled, thumbed back over his shoulder and said, "Back there," to which the officer answered, "Take a look and see." The rear seat was empty.

Twenty miles back the man and his wife had stopped at a wayside diner. During the interval, the wife, aroused from her sleep, got out to stretch and when the man got back in the car he did not look to make sure, but drove off without her. He had plenty of time to think it over and fix up his excuse as he drove back the 20 miles.

It often happens that we overlook the most obvious, that we miss the most evident, and neglect the most necessary things of life. The man who forgot his wife is no more negligent than the citizen who forgot to vote on election day.

If your state is one of those which will hold primary elections this spring, don't be like the driver. Don't forget to vote. Unlike the driver, you won't have the return trip in which to fix things up.



I'VE BEEN ON THE
JOB 20 YEARS. I'M
WORN OUT...JUST CAN'T
DO ANY MORE! IT'S TIME
I WAS RETIRED

The key to bigger bundles is Better Shirts

A.T.L. CAMPAIGN PROVES
POWER OF SHIRT
SERVICE AS A POTENT
BUSINESS BUILDER



A shirt is no
better than
its starching...

I CAN GIVE
YOU PERFECT
STARCH FOR THE
FINEST SHIRTS
IN TOWN!

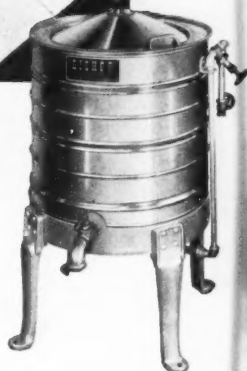
THE BEST STARCH IS

Cooked STARCH

Only with cooked starch can you produce the beautiful shirts that look right... feel right... stay right all day long, to bring you profitable repeat business (and the rest of the family bundle along with the shirts). Cooked starch penetrates more uniformly... gets "inside" the fibres to give the fabric soft, pliable body and the silky-smooth "feel" of real quality... doesn't just lie on the surface to cause ugly shine, blisters and rough harshness. Cooked starch dries faster and more evenly on the press to save time, boost production. More economical, too... goes 15% to 20% further than raw starch. Cooked starch means finer, satin-like finishing, faster, at less cost. But good cooking needs good equipment! You can't get starch of proper consistency and keep it at the proper temperature with a worn-out, inefficient contraption that wastes starch, steam and time.

Get a new BISHOP COOKER

Made of non-corrosive copper... the perfect heat conductor. Double-wall construction, with inner and outer walls scientifically spaced and permanently insulated—prevents sweating and radiation of heat... holds the heat in to keep starch at right temperature indefinitely for proper penetration.



3 POPULAR SIZES

- 15-Gallon (floor space 24"x28"),
Model B3-2 **\$230.00**
- 25-Gallon (floor space 28"x32"),
Model B3-5 **\$265.25**
- 50-Gallon (floor space 32"x36"),
Model B3-11 **\$308.75**

F. O. B. CHICAGO

THESE GIVE YOU BETTER SHIRTS, TOO!

**in less
time...
at less
Cost!**



DRES'N'SPORT FOLD TABLE
With heated expanding collar
mold. For fast, flawless folding
of both dress and sport shirts.
No. B1-33, \$299.00



BISHOP SHIRTRANSPORTS

Cut handling 25% fold up
to save space. All steel. In
2 sizes: B29-50 (for 50
shirts); B29-100 (100 shirts).



**REVOLVING
SORTER \$332.25**

50 bins in arm's reach to
sort twice as fast in half
space. Turns at flick of
finger; holds 500 shirts.
Won't tip. No. B26-10.

**COPPER IS SCARCE
... LIMITED STOCK.
PLACE ORDER NOW**

For you, BISHOP has looked
ahead, built ahead. Despite the
shortage of defense-essential cop-
per and brass, you can get the
new BISHOP cooker you need—
if you act promptly!—for faster,
more-thorough cooking... finer-
looking, finer-wearing shirts.

Order Now FROM YOUR SUPPLIER...

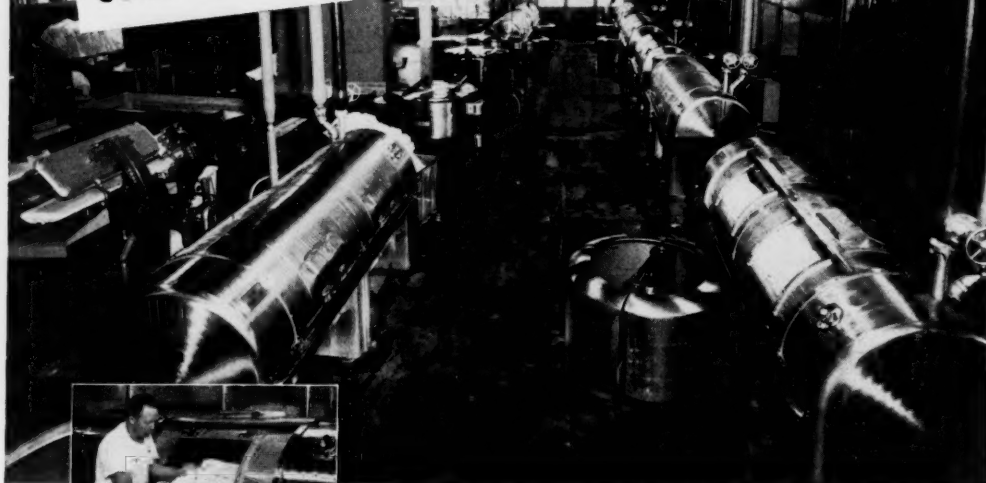
HE IS OUR DISTRIBUTOR

G. H. BISHOP CO. CHICAGO



MANUFACTURERS SINCE 1891

UNION PACIFIC CUTS LAUNDRY COSTS IN HALF



With a scoop of the arm, washman slides linens from Troy "Slide-Out" Washer into extractor basket section. Photos courtesy Union Pacific Railroad laundry, Ogden, Utah.

Union Pacific washroom, where eight 42" x 96" "Slide-Out" Washers and one 42" x 54" "Slide-Out" handle 110,000 pieces of linen per 8-hour day.

OTHER TROY EQUIPMENT AT UNION PACIFIC LAUNDRY

- Three 54" Olympic bottom-unloading Extractors
- Six 42" x 42" Open-End Tumblers
- Forty-three Rocket Presses
- Four 120", 8-roll Flatwork Ironers with ventilating canopies
- Three large-piece Fleximatic Folders
- Four small-piece Fold-Fast Folders

FREE ILLUSTRATED CATALOG

tells all about Troy "Slide-Out" Washers, with illustrations and operating details. Ask your Troy representative or write for free, illustrated catalog.

"Slide-Outs" are available with automatic control (Electromatic) or manual control (Electromanual). Sizes 42" x 36"; 42" x 54"; 42" x 84"; 42" x 96".

* "Slide-Out" is a trade-marked name; only Troy builds "Slide-Out" Washers.

"Our customers on U.P. streamliners, at Sun Valley and our other resorts, expect all linens to be laundered perfectly. When our new laundry was in the planning stage, I personally inspected hundreds of laundries all over the country. As a result of my investigations, we decided to furnish our new plant exclusively with 'Slide-Out' Washers and supplementary Troy equipment. Now, after six months' operation, I am pleased to say that our washing quality is entirely satisfactory."

— H. I. Norris, Manager
Dining Car and Hotel Dept.
Union Pacific Railroad

Supplying clean linens for the Union Pacific Railroad, Sun Valley and sixteen other resort hotels and lodges operated by the Union Pacific, is a big job for any single laundry. Yet, the new Troy-equipped million dollar Union Pacific laundry at Ogden, Utah, does it easily, working eight hours per day, five days per week. Time and labor saving Troy equipment, including stainless steel "Slide-Out" Washers, have reduced laundry costs by fifty per cent! At the present rate, the laundry plant will pay for itself in approximately three years.

Troy

LAUNDRY MACHINERY
Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS



Layout of crayon marker's working area saves steps, money in Lake Waban Laundry's re-identification of shirts. Nets are dumped on table. Empty nets are hung on rack in front; shirts are placed on arm where girl is writing lot number with graphite pencil. Flick of wrist moves shirts to damp box, left, prepositioned for start of finishing operation

Lake Waban Reduces Shirt Costs

New England laundry goes after marking, sorting, packaging to bring costs down, boost production

By JOHN J. MARTIN

THERE IS A MAXIMUM production limit on any machine. The same is true of the group of machines that make up a shirt finishing unit. Worked by highly trained operators who have been given the best incentives, there is a maximum shirt production above which the operators cannot go and still maintain quality.

Realizing this, T. Herbert Evans, manager of the Lake Waban Laundry Company in Wellesley, Mass., has concentrated on other phases of the operation in order to reduce the cost of turning out a well-finished shirt.

Specifically, Mr. Evans, working with industrial engineer Ralph Diday, has brought labor cost for marking, sorting, packaging and handling do-overs down to \$4.58 per 100 shirts—less than five cents per shirt.

Production on the same four operations plus the actual finishing is up to 15.6 shirts per operator per hour. The two-girl shirt units are averaging just under 35 shirts per operator per hour.

Controlling feature of the shirt processing technique at Lake Waban is the marking operation. The plant uses pin and net identification, a method that usually calls for separate full identification of the shirts. In most laundries, this is done by the operators who break

and sort the bundle, or by a special marker who identifies each shirt before it is washed.

At Lake Waban, the bundle is broken and sorted into different colored nylon nets according to each washing classification. Shirts go into orange colored nets, and are not fully identified.

After washing and extraction, the bundle is damp assembled. All shirts from the same bundle are there combined into one net. The shirt stub of Lake Waban's production ticket, containing the customer's name, address, and number of shirts, is taken from the key bar and placed inside the net.

All the shirt nets from the 40-bundle washing lot are then dispatched to what the plant calls a "crayon" marker. Here, a girl performs what can be termed a re-identification process.

Her job is to break the large washing lot into 12-bundle shirt lots for finishing. Working at a specially designed table, her layout of materials is as follows.

The marking table consists of a flat working surface onto which she dumps the contents of each net. Directly in front of her is a stand to hold empty nets. The basket full of shirts is to her left, while the portable damp box that will be rolled, full of shirts, to the finishing unit, is at right. (Continued on page 14)



Girl staples production tickets to shirt box tops. Tickets have same number as shirts in 12-bundle lot. Folder will sort directly to box tops which move to unit with damp box



Photo shows how shirt operator can sort finished shirts into box tops placed in bin (background). Note compartment in front of damp box to hold tops as they come from the crayon marker

(Continued from page 13)

With her left hand the girl pulls a net from the basket to the table, dumps the shirts, and places the empty net on the stand in front of the marking table. After removing the shirt production stub, she pulls each shirt out of the pile and drapes it, with the inside of the collar up, over a shield-shaped arm that protrudes from the right side of her table.

Shirt lot setup

An explanation of the 12-bundle shirt finishing lot used at Lake Waban is necessary before proceeding with the mechanical process.

Each damp box to be loaded is to hold all the shirts from 12 bundles, regardless of the total number of shirts.

Each bundle, as it comes to the crayon marker, is assigned a number somewhere between 1 and 196. Numbers in each 12-bundle lot can be from 1 to 12, or 13 to 24, or 85 to 96, or 109 to 120.

If the last bundle through in the previous lot was number 84, the first bundle in the next lot will be 85. All the shirts in that bundle will be numbered 85 on the neck band with a graphite pencil. (This number comes out in the next washing). All the shirts in the next bundle will be number 86, and so on until the 12 bundles exhaust the lot at 96 and the damp box is loaded.

Using her graphite pencil, the girl marks the shirts, now draped over the shield-shaped writing arm, with the number assigned in the lot. She marks the shirt production ticket with that number, and also records the number of shirts in the bundle on the ticket. After each bundle of shirts has been marked, the ticket stub is placed on a spindle. The shirts are then moved to the damp box, pre-positioned for the finishing unit operator.

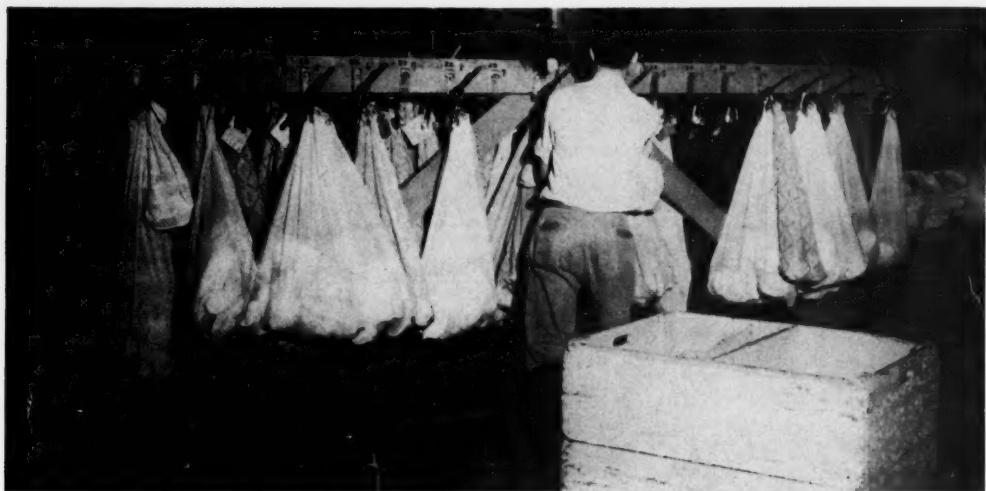
The construction of the marking table and the position of the damp box make this pre-position a part of the girl's natural movements as she loads the damp work.

All shirts are draped over the arm across the collar, tails down toward the floor. The girl grips each shirt by the collar points, and with a flick of her wrist, throws the tails into the back of the box. Collar points are then nearest her, but when she rolls the box to the unit, the cart is reversed so that the finishers can draw the shirt on to the sleeve collar first.

Before servicing the units with damp shirts, the crayon marker has one more duty to perform. Each of



Sorting bin has been rolled from finishing unit to packager where count is checked as shirts are transferred to box bottom. Speedy procedure allows girl to package 220 shirts per hour, perform other functions as well



Horizontal damp assembly rack conforms to divided washing, extraction system in use at plant. Half of lot is placed in one side of cart, foreground, with other 20 bundles in remaining compartment. One side of rack has bundle numbers 1-20, opposite side 21-40. Damp assembler moves rack, on casters, to match bundles in sides of cart, saving steps

the tickets from the 12-bundle lot are removed from the spindle and stapled to the edge of a collapsible shirt box top. The 12 box tops are then placed in a compartment in the front of the damp box.

When the damp box is delivered to the units, the shirt folder removes the box tops, opens them, and lays them out in her sorting bin in numerical order. She then sorts directly into the box tops.

The same smooth flow goes through into the packaging department. The bins at the shirt units are mounted on wheels, and when the entire lot has been sorted, the whole bin is rolled to the packager.

Here, a girl opens a collapsible box bottom to fit the box top. Shirts are then transferred from the top into the box bottom.

The packager counts the shirts as she makes the transfer, checking her count against the number re-

corded by the crayon marker on the ticket attached to the top. If the count is correct, she slaps on the top, gum tapes the package, and goes on to the next shirt bundle.

Production statistics

Production figures for these operations are most interesting. The crayon marker, in a 40-hour week when three shirt units are working, averages 242 shirts per hour. Included in her duties, of course, are the stapling and marking of the tickets, and servicing of the units. In addition, she must fully finish all detachable collars that come into the plant.

The packaging girl averages 220 shirts completely packed each hour when four units are working. In addition, she checks the count, re-identifies wearing



Operators break bundle, sort in washing classifications. Moving to dispatcher on belt conveyor at left, 40-bundle lot is loaded 20 bundles to each side of two-pocket washers



Manager of Lake Waban laundry is Herb Evans, whose desk always looks this neat. Modern management is the answer

apparel in a system similar to shirt re-identification, and services the wearing apparel finishing units.

Other innovations in production have been introduced to Lake Waban. For instance, the two-pocket washing machines are loaded with 20 bundles to a pocket, one 40-bundle lot to a washer.

Each side of the machine is extracted separately, and then the entire lot is placed in a two-sided cart to be delivered to damp assembly.

Damp Assembly

In this department there is a departure from the standard round wheel assembly. Lake Waban uses a horizontal rack mounted on casters. One side of the rack is hung with key bars numbered 1 to 20. The other side contains key bars 21 to 40.

Since all the 1 to 20 bundles are in one side of the damp cart, the assembler knows that he must work on only one side of the rack. After assembling all of the low numbers, he first turns the cart around, and then turns the rack so that the empty key bars face him. He can then finish the assembly on bars 21 to 40.



"We used to call this the C. Hallorhan Laundry, but about 15 years ago we dropped the 'C.' Now it's simply Hallorhan Laundry... long time, no 'C'!"

WELLESLEY, MASS.		WE. S-0787 NAT. 1950	
DATE	BDLE.	SERVICE	AMOUNT
CUSTOMER NAME Mrs. R.A. Smith			
ADDRESS 422 Elm St., Wellesley			
SERVICE	C. O. D.	CHARGE	IN SHIRTS MARK NO STARCH
(5) SHIRTS			AMOUNT
PIN NO.		LOT NO.	N
A-1 N° 94		21	K

Shirt production stub must have lot number written upside down so that folder can read as she sorts into box top. When ticket is a sorting key, it is upside down as you see it; when it is the ticket attached to the finished and wrapped box, it is right side up

SHIRT IDENTIFICATION				DATE _____ 19__		
CODE	LOT	FROM	TO	QUANTITY	COLLARS	INITIAL
N	85		96	69	1	
N	97		108	58	4	
N	109		120	60		
"						
"						
			196			
0	1		12	74		
0	13		24	61		
0						

Production record shows how 12-bundle lot system is controlled by crayon marker. Record is also used to keep production record of shirts finished by shirt units

With a wheel, either the operator must walk around, or the wheel must be turned. By starting with the wash room, following through extraction, and setting up damp assembly to fit, more costly steps have been eliminated.

In like progressive manner, Mr. Evans has put the entire plant on some form of incentive pay. Yet, with all these changes, the plant's productive payroll stays around 34 percent.

The answer to this lies in the ownership of the Lake Waban Laundry. Controlling interest is held by a sedate New England college for women. The governing body of the school has not allowed a laundry price increase in many, many years, in order to benefit faculty and student body laundry customers.

Just as in every part of the nation, Massachusetts wages have increased by leaps and bounds. Lake Waban has had two of these very recently, with no chance to increase prices. Are you wondering where productive labor costs might be today if these cost cutting features had not been introduced? ●

An Important Announcement about Lubricating Costs



Be sure
with Pure

The Pure Oil Company's great new lubricants' plant near Beaumont, Texas, is now in full production.

This makes Pure Oil's complete line of top-quality lubricants available to a far greater number of industrial users than it has been up to now.

Many of these lubricants—contrary to usual practice—are designed to do several *different* jobs instead of one specific job, and to do each job *equally well*.

This enables you to do *all* your lubricating with *fewer* lubricants. In other words, you can

SIMPLIFY AND SAVE . . . WITH PURE OIL INDUSTRIAL LUBRICANTS

If this sounds worth looking into (and we assure you that it is) write:
The Pure Oil Company, Industrial Sales, 35 E. Wacker Dr., Chicago 1, Ill.



Seated at the speakers' table at the dinner meeting were participants in the panel on shirt problems and AIL officials. Left to right: John Slick, Robert Mazlish, Homer Watson, George Johnson, Charles Sherman, Warren Moss, Albert Johnson, Martin Romeiser, and Fred McBrien

Young Men's Conference a Success

By THE STARCHROOM STAFF

YOUNG MEN AND WOMEN of the laundry industry from 28 states and the Territory of Hawaii converged on St. Louis, Missouri, February 5-6, for the third annual young men's conference sponsored by the American Institute of Laundering. Registrations were made in advance of the meeting by 116 laundry executives and allied tradesmen under 40 years of age. Late registrations may have increased that number to 125.

There was no rail strike or other impediment to dampen the opening session, a luncheon at which the guest speaker, Wilson Wright of Procter & Gamble Company, sounded the keynote with his analysis of "The World and Economic Outlook For 1952."

Immediately after lunch the group convened for the opening session of talks and discussions in which the young laundymen participated themselves. Robert Springer, president of both Glendale Laundry, Glendale, California, and the California Laundryowners' Association, addressed the group on "Laundry Management Control." Because of the size of his organization and the farflung territory it serves, Springer's remarks were of particular interest to those in the audience who came from laundries operating more than one plant.

Choosing the title "Punch Card Accounting," Martin Jacobs of Criterion Cleaners-Launders, Kansas City, Mo., described in detail the unique control system inaugurated in his plant for keeping records, information and figures that promote more efficient operation of the business. Jacob's plant is strictly a drive-in business located in one building and they handle a volume equal to approximately 30 average size routes. The system he described handles complete customer control over this business in addition to production control, including cost of labor by departments and by service. The speaker told how the system could also be adapted to plants which operate routes.

John P. Barlow of Barlow's Laundry, St. Joseph, Mich., was the final speaker at this session. His talk, "Laundry Sales Management Under Today's Conditions," was punctuated by a strong plea for a national advertising campaign. He also described how his laundry was able to increase tonnage volume in 1951 over



Russell J. Rose

Production & Engineering Dept.
AIL

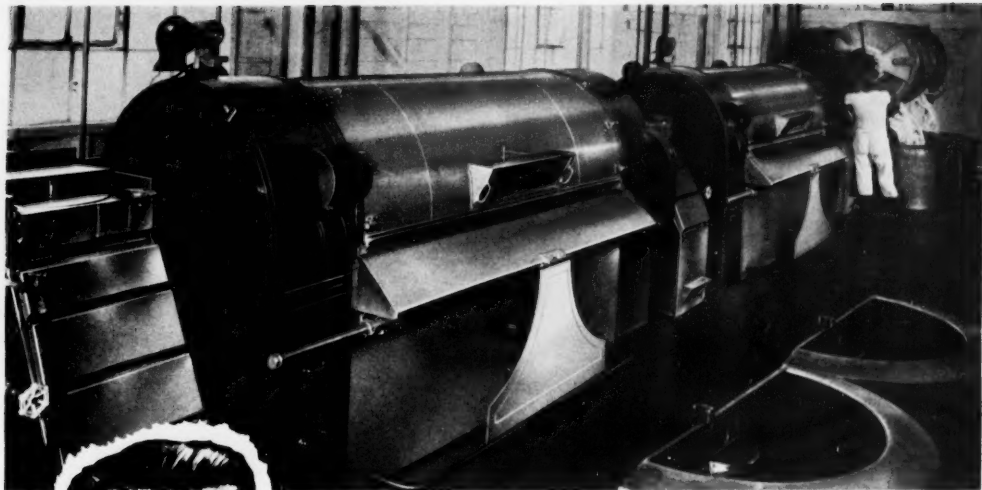
This job of recruitment is a full time laundry job. It's not one that we can pursue by "hot and cold" action. If applicants apply for employment, evaluate them and if they look good, sell them. Sell them on the company, the value of working for the company, the benefits of using laundry service. If they are not good prospects treat them right anyway, since they might have a friend who will be looking for a job and they might be a customer some day.



Ladies also attended. Left to right: Miss Mildred Lux, Rapid City Laundry & Dry Cleaners, Rapid City, S. D.; and Mrs. W. E. Hickman, Hickman's Cleaners & Laundry, Brinkley, Ark.



Seated, left to right: George A. Nelson, Pullman Laundry, San Diego, Cal.; Robert C. Killam, Pacific Laundry Co., Honolulu, T. H.; Robert Risner, Colonial Services, Las Cruces, N. M.; and Richard Tanga, Pacific Laundry Co., Honolulu, T. H.



60% Less Labor produces 50% More Work

At Hayes Park Laundry, San Francisco, Calif., wash-room modernization included three 42x84" CASCADE Automatic Unloading Washers with CASCADE Full-Automatic Controls. With these fully-automatic, labor-saving machines, 2 men now produce 50% more work than was formerly handled by 5.

In addition, Hayes Park management reports these savings:

- Saved 32% in power.
- Saved 35% in steam.
- Saved 25% in water.
- Saved 50% washing time on hotel flatwork.
- Saved 50% of former floor space.

CASCADE Automatic Unloading Washer is unloaded automatically, in less than a minute, by merely pressing buttons. Less down time for unloading means more pay loads per day. CASCADE's open-pocket, full-drop cylinder with famous "Two-Way Washing Action" assures top quality washing in shortest time with less water and supplies.

CASCADE Full-Automatic Control takes washer through complete washing cycle, without any operator attention. Control adds supplies automatically, with no chance of human error. No lost time between baths means more loads per day. Assures management controlled quality each load.



The
AMERICAN
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



KEEP STEP WITH A PROGRESSIVE LAUNDRY INDUSTRY ...
MODERNIZE NOW WITH AUTOMATIC EQUIPMENT

American's Half Century of Progress in Laundry Washer Design



1901 Ideal Style "A"
Wood Washer.



1921 CASCADE Horizontal-Partition
Metal Washer.



1941 NORWOOD
CASCADE Washer.



1951 CASCADE Automatic Unloading Washer
with Full-Automatic Control.

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

**E. Leon Haydon**

Llewellyn Laundry
Louisville, Ky.

Today's customer is rapidly becoming a changed personality. We live in an age of shopping centers; everything from cake to baby's shoes in a square block. Groceries are checked out by machine, electric eye doors are the vogue, and push button service is being offered more and more. Convenience is fast becoming the prime factor in all service industries. . . . Why shouldn't we in the laundry industry capitalize on this philosophy that is fast becoming basic? Others are doing it! The laundrette is a good example, and the one that most concerns us. I say that we have not only a better service but a more complete one, so why shouldn't we offer it? The picture is a challenging one, and it would seem to me that drive-in service is the answer.

the preceding year in the face of competition from two other laundries and three laundrettes *plus* added competition from the fact that one of the nation's largest home washing machine manufacturers is located in his town. He estimates that almost 100 percent of the homes wired for electricity in St. Joseph contain home washing machines.

**Martin Jacobs**

Criterion Cleaners-Launders
Kansas City, Mo.

In most laundries we keep a lot of records and have a lot of figures but how often do we sit down and analyze to see if we can eliminate routine operations that no longer have a bearing on our operations? How much time do the girls in your office spend doing such work? You'll find that costly habit and tradition can actually be eliminated by just analyzing your system. The office is usually the last place anybody thinks of having revamped or changed. In most plants the story is "Our present system does the job."

Shirt Panel Discussion

The dinner meeting that evening featured a lively panel discussion of shirt problems. Representing the laundry industry on the panel were Robert H. Mazlish of Rite Way Laundry, Brooklyn, New York, and Homer Watson of Happy Day Laundry & Cleaners, Nashville, Tennessee. Representatives of the shirt manufacturing industry were Charles Sherman of Manhattan Shirt Company and Warren Moss of Phillips-Jones Corporation.

Following the usual practice at these young men's conferences, every session concluded with a period at which speakers on the rostrum were subjected to questions from the floor. The shirt panel was no exception to the rule. Question after question was put to one or more of the speakers. No phase of shirt manufacturing, styling, laundering or finishing was left untouched. Each of the four speakers acquitted himself well and a more sympathetic understanding of the mutual problems of the two industries was evident than at similar discussions held in the past.

Arthur H. Brown of Universal Laundry, Portland, Maine, opened the production management conference on the second day with a talk titled "Controlling the Productive Payroll." For the complete text of his remarks turn to page 24.

Brown was followed by Russell J. Rose of AIL's production and engineering department who spoke on "Getting and Keeping Better Employees." This talk was a well prepared treatment of the entire employment problem today. It included a discussion of employee selection programs, methods of compensation, working conditions, and "fringe" or extra benefits—all of which combine to form the basis of sound employee and public relations. The speaker drew on the actual experience of the Institute's laundry plant to demonstrate many of his points.

To the accompaniment of horns, whistles and several audience participation tricks, including free cigarettes for those who solved their problems first, R. L. Ayers,

John Otto, Jr.

Otte Brothers American Laundry
Grand Rapids, Mich.

I believe the multi-service plant to be that old stalwart (and sometimes stagnant) backbone of our industry. Generally speaking, it is an old-established institution, specializing in route delivery, and offering the public a variety of family laundry services with possibly drycleaning, rug cleaning, and storage facilities. This type of plant is in direct contrast to the newer, more modern, streamlined, quick service, cash-and-carry plant. In the minds of some who panic easily the multi-service plant has seen its day. I do not believe so.



NEW HOMOGENIZED PRIME SÖHP

EVERY GRAIN IS BUILT THE SAME
SOAP AND BUILDER
CANNOT SEPARATE

BE A LEADER
Give Quality Work
Build *Your* Business

NOW . . . for the first time a complete laundry soap that is homogenized. It is the new, amazingly improved PRIME SÖHP. EVERY GRAIN IS BUILT THE SAME. Soap and builder cannot separate. The new PRIME SÖHP performs miracles with the wash . . . puts new life in worn fabrics . . . keeps them looking fresh and new. Never before such constant, uniformly brilliant white work. Never before such sparkling colors. And the more they're washed with the new PRIME SÖHP, the whiter and brighter they get. Be a leader! Give quality work and build your business. Order from your Beach Distributor today.

IT'S
HOMOGENIZED



By the makers of Beachrite, Coldspray, Polarsudz, Fluorium, White Cap Blue
BEACH SOAP COMPANY, LAWRENCE, MASS.

NEW HOMOGENIZED

PRIME SÖHP

MARK UP TWO MORE *1sts* FOR *Cook*

ANNOUNCING THE
SENSATIONAL
NEW

1st.
in the
field

WASH-A-WAY

NOW AT A NEVER-BEFORE-HEARD-OF
LOW PRICE



Cook has done it again! Introduced a quality long-lasting, time-tested washer at such a ridiculously low price... nobody else could do it... will give you such an amazing value. It's the result of Cook's leadership in the field... Cook's sound engineering know-how... Cook's greater power... Cook's wider acceptance and greater distribution... It's these things that make this new washer at this new low price possible. See your dealer for detailed information.

Never Before So
Much Washer For
So Little Money

\$635
25 LB.

\$975
50 LB.

AVAILABLE IN BOTH
25 LB. & 50 LB. CAPACITY

Manual, Semi-Automatic or
Fully Automatic Controls.



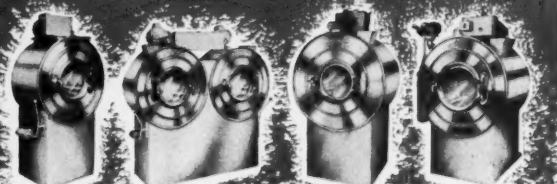
Stainless Steel Drum, Cylinder and Shell.
Brass door and hardware.

Floor Space: 25 lb.—2'6" x 2'3". Basket 28" x 16" with 4" ribs.
50 lb.—3' x 3'7". Basket 32" x 24" with 5 1/2" ribs.

Now for the 1st time on any open-end washer!

Cook WASHETTES

*with an entirely new
long-life, money-saving
new gear system*



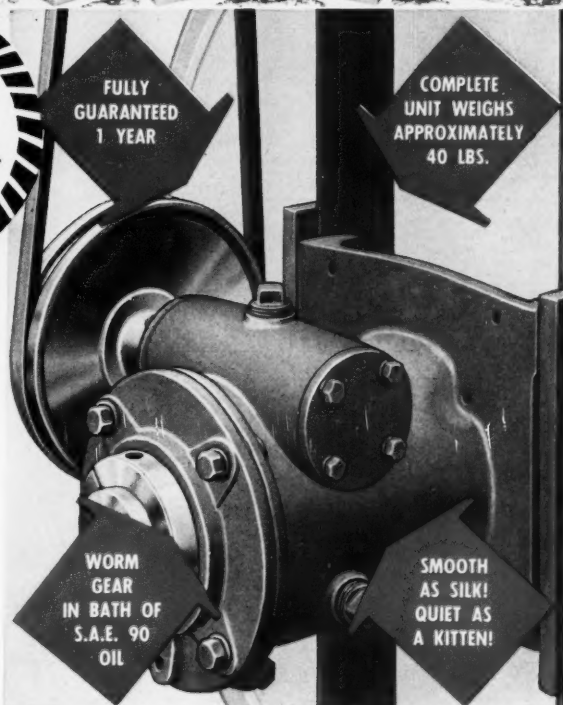
Leave it to Cook to be "1st with the new!" As the automobile obsoleted the horse-drawn carriage, so does Cook's Direct Reducing Gear obsolete the old-type washer with its big "flywheels" and multiple belts. We can only tell part of this amazing story here . . . get the full details . . . and you'll want to step into the era of truly modern washers . . . Cook Washettes with the sensational Direct Reducing Gear!

1 YEAR TEST RUN

At press time, a Cook Washette, equipped with the new Direct Reducing Gear, and operating with a 20% over-load, was still functioning smoothly after a continuous run equal to one year's service under normal commercial conditions. This "torture test" is in addition to the many tests run . . . all proving the sturdiness and dependability of this amazing new unit!

MAINTENANCE IS SIMPLICITY ITSELF

The entire gear box may be removed by any mechanic in approximately 7½ minutes . . . simply by taking out four bolts! To remove washer basket . . . remove one nut on back of gear box, slide out pin at top of washer front and lift it out! You can now practically kiss maintenance bills goodbye!



FULLY
GUARANTEED
1 YEAR

COMPLETE
UNIT WEIGHS
APPROXIMATELY
40 LBS.

WORM
GEAR
IN BATH OF
S.A.E. 90
OIL

SMOOTH
AS SILK!
QUIET AS
A KITTEN!

YOUR GUARANTEE . . . The new Direct Reducing Gear Unit is included in Cook's usual 1-year guarantee on Cook Washettes. If any trouble should develop within 1 year from the time of purchase, an entirely new unit will be installed without cost. Parts for the Gear Unit are obtainable from Cook Machinery Company.

Cook MACHINERY SALES CO.
4122 COMMERCE ST. DALLAS, TEXAS



John P. Barlow

Barlow's Laundry
St. Joseph, Mich.

I say let's forget the home washer. I know we have it beat a hundred ways. But let's tell the people! I don't think one-half of our laundryowners and managers have really sold themselves. . . . I would like nothing better than to see all AIL members band together, get on a nationwide hook-up on TV. It would certainly be a great day to have Arthur Godfrey on our side selling laundry bundles . . . or maybe we could have Perry Como romance the wives into sending their washing to the laundry. . . . We are afraid to tell the people a good "laundry story" in a big way. We just go about "whispering" and expect big things. But you've got to shout loud and long to be heard today.

Jr., of Ayers Laundry & Cleaners, Covington, Virginia, put the audience through their paces in a presentation of "Making The New Accounting Classification Produce For Management In A Laundry, Drycleaning, and Rug Department." The presentation was based on experience in his plant with the uniform account classification for the textile maintenance industries. It appeared in full in SLJ, February, 1952, under the title "How To Allocate Drycleaning Costs."

At luncheon G. W. Boyd of Emery Industries spoke on "Patterns For Profit"—a talk that was delivered and received with enthusiasm. He effectively stated the need for "fresh, new thinking" on the part of business management and proceeded to outline a pattern by which such executive thinking can be converted into profits in the days ahead.

Sales Management Conference

Final session of the two-day conference was devoted to discussions of sales management problems. Myron D. Beyer, Jr., of Sunshine Laundry, Bloomsburg, Pa., talked on "Selling Personalized Service." Mr. Beyer's remarks were published in SLJ, February, 1952, under the title "Why We Chose Unit Washing."

"Sales Management In the Multi-Service Plant" was the title of the talk delivered by John Otte, Jr., of Otte Brothers American Laundry, Grand Rapids, Mich. In the speaker's concept of sales management, selling is but a part of the picture. He expressed the belief that too many managers have overlooked three fundamental questions which must be answered in any successful business operation: 1. What does the customer want? 2. How can we profitably produce what she wants? 3. Having produced it, how can we sell it?

Final speaker on the program was E. Leon Haydon of Llewellyn Laundry, Louisville, Ky., who chose the subject "Drive-In, 1952." Mr. Haydon described the experience of Llewellyn's management with drive-in service over the years. Inaugurated in 1936 when the business consisted of a single plant serving all of its customers through route salesmen, the company now operates three plants in the Louisville area with approximately 70 percent of its volume coming through the drive-in facilities at each plant.

The conference was in most respects as stimulating as the previous two meetings. It was announced that the fourth annual event will be held in Cleveland, Ohio, immediately preceding the annual convention of the National Institute of Cleaning & Dyeing next February. ●

Controlling the Productive Payroll

By ARTHUR H. BROWN

Universal Laundry, Portland, Maine

Editor's Note: The following article is taken from an address delivered by Mr. Brown at the recent AIL Young Men's Conference in St. Louis.

THERE ARE PLANTS in this country that are successful and profitable year after year. If we examine their records closely, we find that those operations are planned. They know what they want to do, they set a goal, they set out to attain that goal.

Universal laundry has just closed its books for 1951. During that year we increased our sales over \$36,000 and it cost us \$9,400 less to process our work in 1951

than in 1950. Yes! We produced an additional \$36,000 worth of laundry and drycleaning and our productive labor costs were \$9,400 less than the previous year.

How was this accomplished? We knew at the beginning of the year what we wanted to accomplish, and we came very close to doing it. During that period the pay of our average productive employee increased 13 percent. No new machinery was added to the plant.

If we are to progress this year, we must answer four questions:

1. How are we going to do the job?
2. Who is going to do the job?
3. How much work can we expect from an employee on a given job in a given hour?
4. How much are we going to pay for the job that the employee does for us?

(Continued on page 27)

GET THIS MAN'S

ADVICE ON MAINTENANCE
PAINTING PROBLEMS. HE OFFERS YOU MILLIONS OF DOLLARS'
WORTH OF EXPERIENCE!

since 1883

TROPICAL

heavy-duty
MAINTENANCE PAINTS



Your Tropical man is a specialist in the selection and application of *heavy-duty* maintenance paints. For specific "problem jobs", he can advise on the type of paint, the amount to use and how it should be applied, based on the pooled experience of our nationwide organization. This specialized attention is the foundation of Tropical's 68-year success in the development, manufacture and distribution of *heavy-duty* maintenance paints. This, too, is the reason why Tropical fresh-mixed paints have a national reputation for outstanding durability on the toughest maintenance applications. Get the benefits this special experience can bring you. Your letterhead request brings this Tropical specialist to your door. Write us today!

Since 1883

HEAVY-DUTY MAINTENANCE PAINTS

TROPICAL®

SUBSIDIARY OF PARKER RUST PROOF COMPANY



756 LAUNDRIES FIND TROPICAL PAINTS DEFY RUST, ROT, ACIDS!

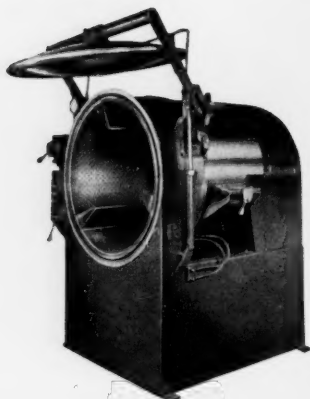
Moisture, rust, rot and acids, greatest enemies of laundry machinery, equipment and buildings, find their match in Tropical *heavy-duty* maintenance paints. On water softeners, machines, floors, walls and ceilings—to preserve wood, metal and masonry, hundreds of laundries find Tropical paints outlast them all. For the hardest service of all—diaper cans—baby laundries find Tropical paints give many times the service of ordinary maintenance paints!

FREE! Send for your copy of the "Industrial Paint Index"—a quick, convenient reference chart for a multitude of maintenance paint applications!

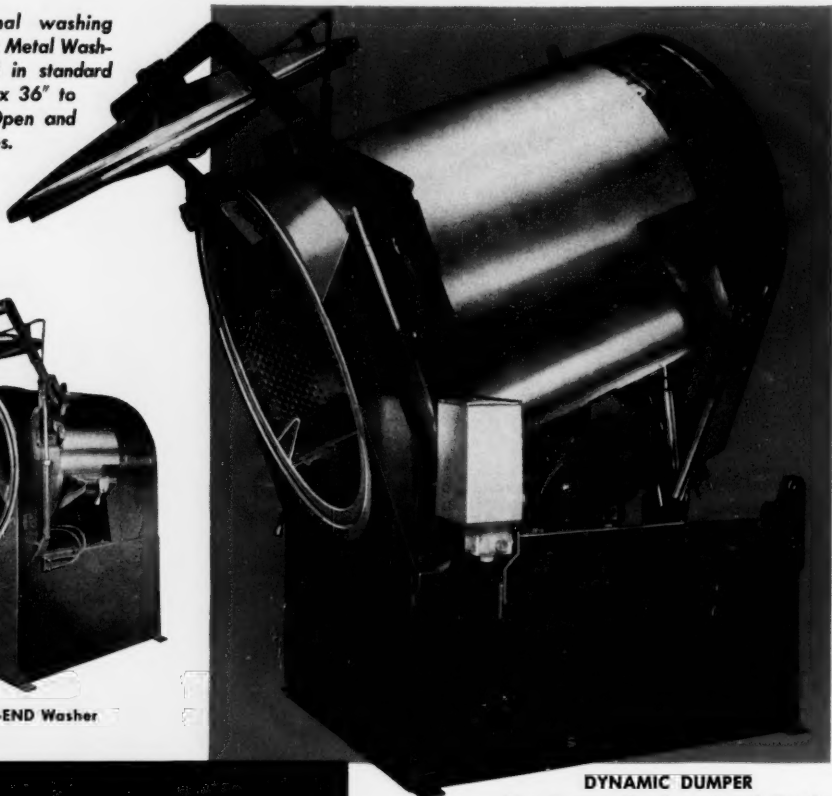
THE TROPICAL PAINT & OIL COMPANY • 1110-1300 West 70th St., Cleveland 2, Ohio

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

For conventional washing methods, MILLER Metal Washers are offered in standard sizes from 36" x 36" to 60" x 96", in Open and "Y" Pocket types.



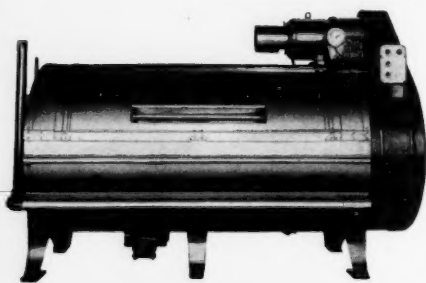
150 lb. FULL-OPEN-END Washer



DYNAMIC DUMPER

Time-Proven for Sensational Results
175 lb. and 350 lb. capacity

MILLER- LEADER FOR EVERY LOAD



CONVENTIONAL-TYPE Washer

Miller Laundry Machinery Co. Dept. S
8341 Lyndon Ave.
Detroit 21, Michigan

Please send me detailed information on _____

washer of _____

capacity.

Name _____

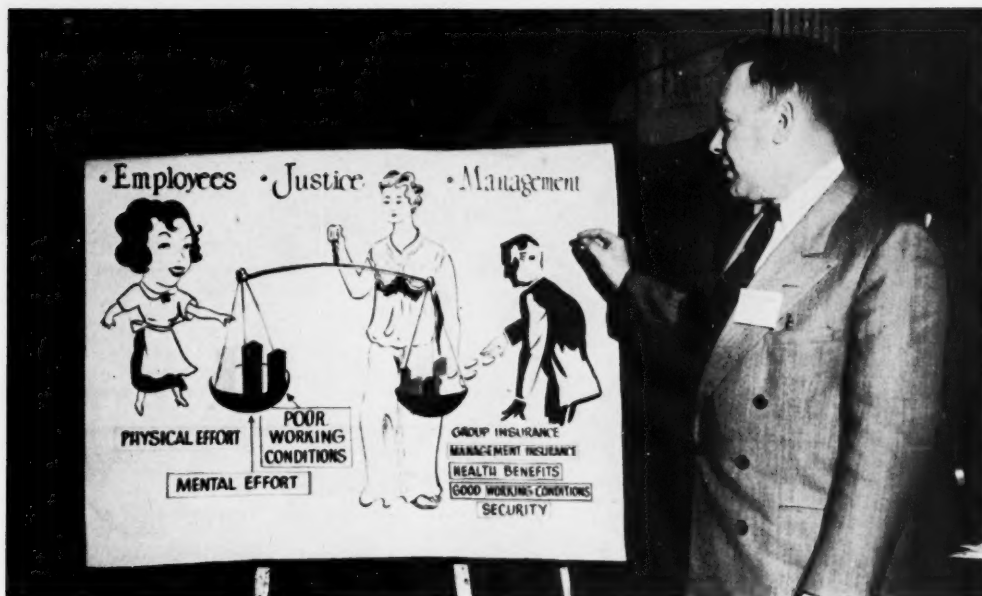
Address _____

City _____ Zone _____ State _____

MILLER

LAUNDRY MACHINERY COMPANY

8341 Lyndon Avenue, Detroit 21, Michigan



Arthur Brown uses a drawing to show the employer-employee relationship

(Continued from page 24)

I think that if we answer those four questions our productive payroll will take care of itself.

1. How is the job to be done?

We know that during the year tons and tons of laundry will come into our plants. Let's take a look at our overall plant layout and decide how we would like to do that work. Let's assume that we have the volume, the plant and the machinery. We'll work with what we have. Too often we sit back and grumble that if we only had that type of machinery, the other type of a system, we would make a million dollars. The successful plants are not the ones that have a certain type of machinery or system. They are plants that are well organized and are making the best use of what they have.

Taking the plant, volume, and equipment, assume that the equipment is standing over in one corner. You, as manager, are going to set it up. Remember that in the laundry business we get paid for two things—washing clothes and finishing them. All marking, checking, sorting, etc., are parasites sucking at our profits. So in setting up your systems, analyze each operation, making sure that it is absolutely necessary.

One thing that I have found very helpful in devising production methods is to visit other plants. I have visited hundreds of plants and I have always come away with some idea that was useful, something that I could bring home and apply to my own operation.

When you have decided upon the overall method for processing this work, get down to the individual job. Conduct a job evaluation. This will do two things. First, it will define the job, as a job description is required. Thus you will discover things about each job that can be improved, little things that you can do to increase the efficiency of your work space. This job description is also very useful in instructing new em-

ployees, and for making sure that the job is carried out according to the job description.

The second thing a job description will do is to indicate the relative difficulty of doing the job. How does this job compare with the next job? By breaking down this job into its various factors, you have a very good picture of the type of person needed to fill this job.

2. Who is going to do the job?

No plant can hope to attain production efficiency with a large turnover of employees. We must find ways to obtain and encourage good employees, then take steps to keep them. We have been quite successful in improving our group of employees during slack periods.

I sometimes feel that trying to improve the caliber of employees is like trying to fix a leaky roof. When it rains, you can't fix it. When the sun shines, you don't need to fix it. So, we pick this period, when we have time, to train employees. We can take time to test them and make sure that they are the type of person that we want. We run ads in the local papers, advertising for employees when actually we don't need employees. When we get these employees into our plants, we must fit them into the organization with a definite plan in mind. Each person should know his place in the organization and what his duties are. If you examine the plants in your community that have a select group of employees, you find quite often that they are not the plants that pay the highest wages. Quite often they are the plants with the best personnel relations program. They are the plants that are progressing.

3. How much work per employee-hour?

How much work can be expected from each employee in each hour on a given job? When we think of work produced, you and I think of pounds, pieces and units. Did you ever consider what your employees consider a day's work? They don't think about pounds and

pieces; they think of how tired they are when they go home at night, how much they have contributed in physical and mental effort. That is what they are interested in. So we must make certain that our methods and work places are so set up that these employees are going to produce finished laundry and not just a lot of perspiration.

Time and motion studies will determine how much work should be produced on each job in the plant. We should make certain that we have a standard for each job in the plant. Quite often when we think of production, we think of the production in the flatwork department, in the shirt department, in the marking department, and we forget these small jobs, these half-jobs, these quarter-jobs that someone is stretching into a half-job or a full-job. You must set standards on every job in the plant. If you are to keep full control of your productive payroll, you must have a record of what each employee in your plant produces each day. Quite often it is necessary to take figures on work produced by a group such as you would get in a flatwork department. But be certain that you have a record of what each employee produces, somewhere along the line.

One of the most useful tools of production men today is a standard cost system. For the past year and a half we have used a standard cost system. To this system goes a good part of the credit for the progress that we have made during this period.

You can hold down your productive payroll by answering these questions:

1. How is the job to be done?
2. Who is going to do it?
3. How much work per employee-hour?
4. How much will you pay?

What is the standard cost system? From an accountant's point of view, if our flatwork department produces a given number of pounds, and uses a given number of employee hours, then, if some week we increase our poundage 50 percent, our employee hours should increase 50 percent. We usually do not experience too much difficulty when sales are on the increase, but we do have difficulty when sales decrease. As sales decrease employee efficiency drops off, and we are often a little slow in laying people off. From an accountant's standpoint our productive payroll, our productive supplies, drivers' commissions, and any other direct costs should always be in direct proportion to our sales. They should increase and decrease together.

In order to establish standard cost figures a cost survey is conducted during a normal period and your costs are established for processing work for each of your services in each department. The cost survey will then enable you to compare your operation during the present period with the base period and will let you predict quite accurately the effect on profits of increases or decreases in volume on any service. In the laundry business we get fluctuations from season to season, or even from week to week. We can increase our efficiency and save considerable money and payroll over the period of a year by keeping these costs in direct proportion to our sales. This is one of the reasons why you must have a record of what each employee produces each day.

4. How much will you pay?

The drawing (see page 27) shows my ideas of how much we pay for what we receive. On one side the scales shows what the employee contributes; on the other side what management contributes. The difference between the two is made up in wages. The employee contributes physical effort. Make certain that this job is absolutely necessary; that we are doing it in the easiest manner; and that the work space is laid out for convenience and efficiency.

How can we reduce the amount of mental effort required? By defining each job. Decide exactly how the job shall be done so that the employee will not have to make decisions herself. Plan it so that all operations are just as standard as possible, so that it does not take too long to train new employees. The employee either enjoys or endures her working conditions. If she endures them, then we must pay for them. If she enjoys them, it is on our side of the scale and reduces the wages necessary to balance the scale. Is your plant clean? Do the girls have good dressing rooms and clean rest rooms? Do you have a cafeteria? Do you have rest periods and the one thousand and one other things that contribute towards good working conditions in the plant?

What is management contributing to balance the scale? If working conditions are pleasant they contribute on our side of the scale. Some plants have group insurance; that helps. We all have unemployment insurance; that also helps. We can have health benefits. We are using industrial nursing service which is a service of the local District Nursing Association. A nurse comes into our plant three days a week, two hours a day, for health counseling at very little cost to the plant. It helps immensely for employees to have someone to turn to when they need a little help.

Most important, perhaps, is security. More and more people are planning for the future. They want to feel that they are going to have steady employment. They want to feel that they are connected with an organization that is going somewhere, and that it is going to stay there when it gets there. Too many plant-owners conduct their business in such a manner that an employee wonders how they stay in business. Most of our plants can offer steady employment to good employees. We should capitalize on that fact.

One thing that will enhance employees' feeling of security more than any other thing is the feeling that they are receiving a fair share of the payroll. If we have handled our job evaluation properly, and set up a proper wage scale, they should have that feeling. Any employee hates to feel that someone else working in another department, or working nearby, is getting more money just because she hollers a little louder or because she knows the boss a little better. If you are operating under the old system of passing an employee an extra five dollars and telling her not to say anything about it, you are only kidding yourself. The acid test for any wage scale is—could you post on your bulletin board tomorrow the amount of money that you paid each of your employees last week, and then stand there and give the reason why this employee received so much, and that one so much? If you can't do that, you are on very thin ice.

So we said that the difference between what the employee contributes and what we contribute must be made up in wages. I think that you will find that you can make some very good investments in these extra fringe benefits and improved working conditions.

Remember this: if you want to be successful you must plan your work—work your plan. ●

if you want

HIS BUSINESS



OR HER BUSINESS

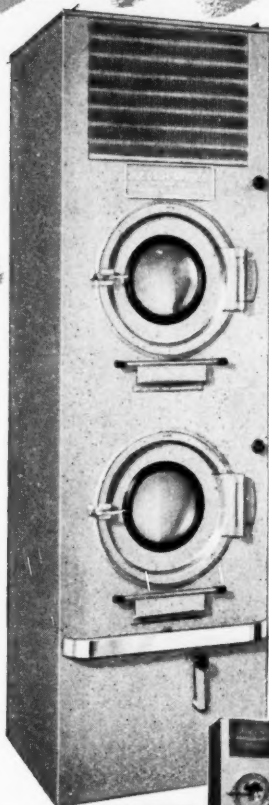


you need

HUEBSCH

TWIN-CYLINDER TUMBLER

Perfect for drying
Bachelor Bundles and Diapers



PATENTED

Easily and neatly
arranged in batteries of
two, three or more.



Big Profits can come from Small Bundles—
and the Huebsch Twin-Cylinder Tumbler will
help you get your share of both.
Each cylinder has a capacity of 15 pounds
dry weight—just right for the average bachelor
or diaper bundle (or for any small load,
such as fluff dry towels). Doors have shock
and heat-resisting look-in glass windows,
with new-type easy-closing handles.
All controls are conveniently located on the front.

*Ask your Huebsch representative for complete
details, or write directly to us.*

HUEBSCH
Originators

**INVENTOR AND WORLD'S LARGEST MANUFACTURER OF
OPEN-END DRYING TUMBLERS**

Makers of the famous Huebsch Handkerchief Ironer and Fluffer, Pants Shaper,
Automatic Valves, Feather Renovator, Double Sleever, Collar Shaper
and Ironer, Garment Bagger, Cabinet and Garment Dryers,
Washometer, Spring-Type Filter

HUEBSCH MANUFACTURING COMPANY, 3775 N. Holton St., Milwaukee 1, Wis.

Division of THE AMERICAN LAUNDRY MACHINERY CO.

NOW! WHITEHOUSE RESEARCH BRINGS YOU

Amazing New Nylon Flannel— Lasts Much Longer

You'll want to try this remarkable product of Whitehouse research—FLANYL. Those who have used it in their own laundry and dry cleaning plants tell us it outlasts any flannel cloth they have ever used.

SPECIALLY TREATED TO LAST

FLANYL is constructed of a special grade of long-wearing nylon filament. Then it undergoes a treatment designed to improve still further its wearing and lasting

qualities. It won't absorb moisture; it repels starch. You'll have to try it yourself to appreciate fully its remarkable qualities!

This new FLANYL is the latest in the line of Whitehouse products especially developed for laundry and dry cleaning applications. There are the famous "Blue Streak" nylon nets, "Rok Rib" nets, "Adslife" and "Kempro" cover cloth—and now FLANYL. Ask your jobber for more information, or write us direct.

"Continued Leadership Through Constant Research"

FLANYL

In Whitehouse Laboratories, the latest equipment aids in development work. Here, flannel cloth is being tested for resiliency.



WHITEHOUSE NYLON PRODUCTS

360 Furman Street, Brooklyn 2, N. Y.

Starchroom's Laundry Primer

PART III

Soap—Its Purpose and Proper Use

By RAYMOND W. AHR



What you should know about the soap you buy:

1. **Titer**—an indication of the soap's best working temperature.
2. **Real soap content**—how much actual soap are you getting?
3. **Moisture percentage**—how much water are you buying?
4. **Kind and quality of builder added**—the alkali-soap proportion must be correct for the load.

THE WASHROOM SUPPLY ranking next in importance to the all-essential water is soap. This indispensable product has five properties that make it essential to the launderer.

1. **Soap is a wetting agent; it makes water wetter.** In other words, the combination of soap and water will penetrate the fibers of the clothes and the soil on the clothes more rapidly and more thoroughly than water alone. You can see this for yourself by placing on a piece of cloth both a drop of water and a drop of water to which some soap has been added. Soapy water is able to enter and remove soil faster and more thoroughly.

2. **Soap renders soil soluble, or converts it to a form which will dissolve in the washing solution.** Much soil is present in a solid, caked form which must first be softened, then dissolved before removal. Soap solutions break down these caked soil particles so that they dissolve and may be carried away.

3. **Soap emulsifies soil.** Oily films stick tightly to a fabric surface. To remove them it is necessary to wet the fabric, wet the oily film and coat it with a film of soap, then allow mechanical agitation of the washer to separate the soap-coated oil from the fabric. Once separated, these tiny droplets of oil, coated with a soap film, will stay separate until dumped from the washer.

4. **Soap solutions suspend soil.** Some soil is by nature unaffected by most cleansing compounds. The simple way to remove this type is to suspend it in a soap solu-

tion, then dump it out. To suspend it, it is first necessary to break it up or cause it to deflocculate. Deflocculation is what happens when a hunter shoots at a flock of ducks—they break up as a group, or deflocculate. Soap accomplishes this breaking up, and then suspends the small particles.

5. **Soap absorbs soil.** In the washroom this means that the particle of soil is surrounded by a film of soap that separates it from the fabric and from other soil. When soil is particularly heavy the soil may *adsorb* the soap—that is, the soap may simply cling to the surface of the soil until mechanical washing action and more soap permit the absorption process to be carried out.

The break

The first operation in a washing formula to which supplies are added is known as the break. This term signifies that in this step we first begin to break the soil away from the fabric. An operation previous to this break in which water alone is used is known as a flush. A flush operation is used only when there is a quantity of soil that may be easily removed. This may be a load of clothes containing a large quantity of mud, or may be work containing blood. Water alone will remove much of this material. With the break, soap is used. We use soap in the break to obtain the various actions outlined previously just as we do in succeeding suds baths. We use enough soap to get a suds, then carry a suds through the remainder of our operations until the clothes are clean.

Four points to watch in buying soap

Generally the laundryman wants to know four things about the soap he buys. These are (1) the titer, (2) the real soap content, (3) the percentage of moisture and (4) the kind and quantity of builder added, if any.

The titer of the soap is an indication of its best working temperature, and is defined as the solidification temperature of the fatty acids used in the soap expressed in degrees centigrade. High titer soaps having a titer of 40 to 42 exhibit best results from 140-170° F., and therefore would be best in the high temperatures used for washing white work and shirt loads. Low titer

THE BEST TOOL FOR THE JOB

You wouldn't sweep the front porch with a bull dozer. A good broom, will do it faster, more economically — and much more safely.

Is there any point, then, in trying to dynamite the soil out of clothes with a harsh, biting alkali? ESCOLITE does the job simply, economically, safely — because ESCOLITE gives you *more* than just plain alkalinity.

ESCOLITE DOES IT COLLOIDALLY

The "extra" in ESCOLITE is *colloidal detergency* — millions of very tiny but very energetic ESCOLITE colloid particles bombarding soil deposits, lifting them off fiber surfaces, breaking massive soil aggregates down into colloidal-sized specks.

Colloidal detergency with ESCOLITE means faster rinsing, too. ESCOLITE colloiddally surface-scrubs the fibers. When its soil-removing and soil-suspending jobs are done, ESCOLITE is still on the surface — ready to rinse out quickly and thoroughly.

ESCOLITE SIMPLIFIES FORMULAS

Shorter formulas for faster laundry service — and more customers — are simpler with ESCOLITE. Let your Cowles Technical Man show you how easy it is to set up money-making, quick-service formulas with ESCOLITE. Call him today through your Cowles Dealer — or write us.



ESCOLITE is available now in multiwall paper bags, 100 lbs. net. Try ESCOLITE in this new package for ease of handling and storing.

COWLES CHEMICAL COMPANY

7016 Euclid Avenue • Cleveland 3, Ohio

Cowles

LAUNDRY PRODUCTS

ESCOLITE

ESCOLLOID

ESCOL 77

DESOIL

ESCOMO BLUE

SOILSORB

CHLORESCO

OLIVESCO

ESCOFOS

ESCO-SAVON®

(Best of Backs Only)

*"Good Washing
Wins
Good Will"*

The plain hard facts prove you save with CHEVROLET Advance-Design TRUCKS

FACT No. 1

MORE TRUCK FOR LESS MONEY

Compare the list price of a Chevrolet truck with that of any other truck built to handle the same payloads. You'll find the Chevrolet truck lists for less, yet brings you ruggedness, stamina and great truck features you won't find in many trucks costing much more.

FACT No. 2

ROCK-BOTTOM OPERATING COSTS

Dollar-for-dollar comparisons prove that Chevrolet trucks cost least to own and maintain. Valve-in-Head economy saves on gas, in the 105-h.p. Loadmaster or 92-h.p. Thriftmaster engines. Four-way engine lubrication reduces wear and oil costs. Rugged construction means long life.

FACT No. 3

ENGINEERED FOR YOUR LOADS

Every Chevrolet truck is factory-matched to payload and service requirements. You don't have to buy

more truck—or settle for less truck—than you need for your loads. Frame, axles, springs, body, brakes and power are balanced for the job.

FACT No. 4

LOWER, SLOWER DEPRECIATION

Records show that Chevrolet trucks traditionally bring more money at resale or trade-in than many other makes. Chevrolet's market value stays up because the value stays in! Here is important and convincing proof that Chevrolet is the best truck buy!



CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—the 105-h.p. Loadmaster or the 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURETOR**—for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHROMESH TRANSMISSION**—for fast, smooth

shifting • **HYPOID REAR AXLE**—for dependability and long life • **TORQUE-ACTION BRAKES**—on light-duty models • **PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES**—on medium-duty models • **TWIN-ACTION REAR BRAKES**—on heavy-duty models • **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-

duty models • **CAB SEAT**—with double-deck springs for complete riding comfort • **VENTILATION PANES**—for improved cab ventilation • **WIDE-BASE WHEELS**—for increased tire mileage • **BALL-TYPE STEERING**—for easier handling • **UNIT-DESIGNED BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

soaps with a titer of 18 to 20 show best results around 90° F., and are used for low temperature washing of wools, silks, blankets, and other such loads restricted to low temperature formulas. Medium titer soaps are usually a mixture of both high and low titer soaps and show best results around 140° F., making them useful as a compromise for washing of such items as light color classifications or for the plant with hot water restrictions limiting it to lower temperatures.

The real soap content is the chemical soap present—the actual salt of a fatty acid. This is what the laundryman is buying in his barrel of soap—not just the moisture or alkali added to it. He ought to know just what he is getting for his money. Neutral soaps are commonly sold as containing 88 or 92 percent real soap.

Moisture percentage tells the launderer how much water he is getting with his soap. Since there are cheaper sources of water supply than that obtained in soap mixtures, it is well to determine the quantity present.

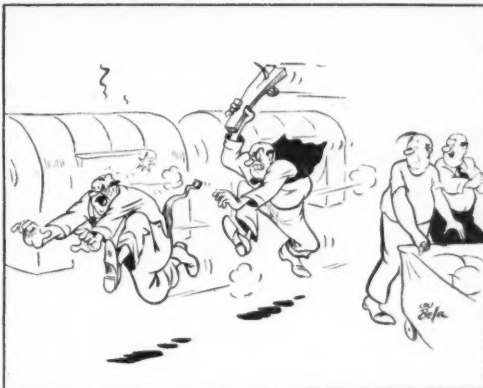
The kind and quantity of builder added by the manufacturer to improve the stability of the soap are important to the laundryman, too. He should know how much alkali has been added to his soap so that when he uses it in conjunction with additional alkali in his formula the total alkali used will be proportional to his needs. If three percent of the soap he is using is not soap but soda ash, he should know this too so that the proportion between soap and alkali may be figured correctly.

Various types of soap

Soap is by definition the metallic salt of a fatty acid. Insofar as the laundryman is interested, a fat such as tallow, grease or coconut oil, is treated with lye to change it into a cleansing agent. The type of fat used determines to a large degree the end use of the soap.

Neutral soap means that the soap contains no free alkali except for about three percent that is added to stabilize the soap during storage. Flake or chip soap is soap that has been formed into thin ribbons, then broken up into chips. Flake soap contains 88 percent real soap, from two to three percent soda ash or similar alkali, and the remainder water. Powdered soap is this same soap after further drying, raising the real soap content to 92 percent and lowering the moisture content by four percent.

Soap powders and built soaps are mixtures of soap



"Oh, Oh! The washman must have wasted some soap!"

and alkalies designed for use as a complete washing compound. These built soaps and powders are mixed with enough alkali so that they may be used without further addition of alkali or soap in the washing of a given classification of soiled clothes—lightly soiled white work, for instance. If this built soap is to be used on heavily soiled white work, additional alkali may be used in conjunction with it. A given built soap may be used as the complete washing compound on a classification such as light colors, adding more suds baths for heavier soil lots.

Soap tanks

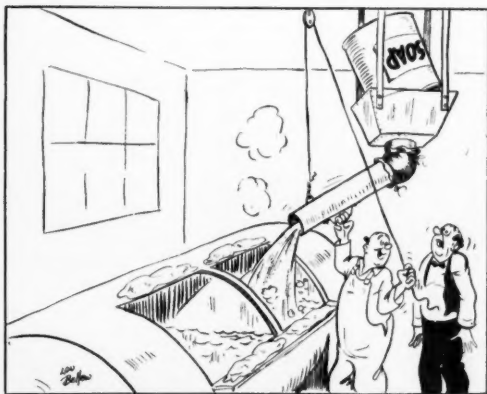
Soap tanks are in general use for mixing of soap and alkali with water so that a stock solution having washing ability superior to soap alone may be used. A soap tank need be nothing more elaborate than a metal barrel with a steam line leading into it, the steam being used for heating and agitation. More complicated tanks are equipped for piping the soap solution to the washers. In either form, the soap tank offers the advantage of precision mixing of supplies in a more dilute form, offering more exact control in usage.

On the amounts of soap and alkali to be mixed in the soap tank, no general rules may be given. This proportion will vary with the type of soil, soap, alkali, and preference of the operator. Those in use range from eight parts soap to one part alkali, used by institutional laundries, to equal parts of soap and alkali as used by rag and overall laundries. In the discussion of alkalies next month we will determine through their characteristics the types of work for which they are best fitted, and the amounts of each that may be used.

The suds bath

To discuss the use of the foregoing information on soaps means talking about the suds bath in the washing formula. This term, in itself, is misleading because the suds on the operation do nothing but indicate that soap is present. A suds level with the supply door on the washer is an indication that all the soap that can be used has been added. Less than this amount means that more work could be done in the operation by the addition of more soap, and suds overflowing is simple waste. The suds themselves do no work, but they tell us about the work being done.

A falling suds is also a signal. If the suds lessen appreciably or vanish, it means that one of several things is happening. There may be sufficient soap to



"Certainly I use a little more soap, but it's faster this way!"

suspend the first soil released in the formula, but insufficient for the greater amount released later. The temperature may be too high for the type of soap in use. Perhaps the water level has been raised inadvertently during the bath. In any case, falling suds mean trouble because redeposited soil (soil settled back on the load) in its finely divided form is much harder to remove than in its original state. Therefore, watch that indicator suds.

How long should a suds bath be run? Roughly, eight minutes. A lot of work by a number of people decided that interval. Evidently, if you run a suds less time you do not receive maximum benefit, and if you run it longer you waste time. So, run it eight minutes, dump it, and run another if you need it.

The statements about suds as an indicator are dependent on the washer being run at the proper, recommended speeds. Too slow a speed will reduce the drop and therefore the washing action, while too high a speed will give the effect of a bubble pipe in forming suds.

The temperature of the suds bath is another important factor. The final suds bath should be at the highest temperature consistent with the titer of the soap used. A safe starting temperature for white work would be about 120°, precluding the settling of albuminous matter as stains, and permitting the use of temperatures around 170° in the later portions of the formula. Starting at too low a point makes high final temperatures an impossibility, since the water retained by the load from preceding operations will exert a cooling effect. About 170° should be the top limit, since little additional seems to be gained by going any higher. For these temperatures it is necessary that there be an ample supply of 200° hot water, or that live steam be used to raise the temperature. For control purposes, the 200° water is preferable by far.

Wasteful practices to avoid

In washing, watch your routine to exclude factors that may change your results. The leaky soap bucket puts a slippery spot on the floor instead of just the

proper amount of soap in the wash-wheel. That beautiful suds running out of the supply door is dollars going down the drain with no good accomplished. High water levels—over five inches—mean extra soap to build the proper concentration. Too high a temperature causing a falling suds means extra time and supplies to remedy the trouble. An extra suds when needed costs little, yet may mean the difference between fair work and good work. A leaky water or steam line in the soap tank will give a diluted solution not up to your expectations.

Summing it up

Let's summarize what we've discussed on selecting the right soap. If we are washing white work, we want to wash at high temperatures. Therefore we use a high titer soap. For light colors we use milder temperatures and, accordingly, a medium titer soap. At the low temperatures used for silks and woolens we need the low titer soap which performs best at these temperatures. We buy either flake or powder soap as the price of it indicates, knowing that in one we receive 88 pounds of real soap out of each 100, while in the other we receive 92 pounds.

Freight charges on the additional water in flake soap may cause us to choose the powder, and a better proportional price may indicate the flake. We may use a soap tank to insure exact mixing of soap and alkali, or may use dry powder to avoid mess and complications. If we are fortunate enough to have soil conditions that may be met by a soap powder or built soap, we may use it as our complete washing agent. Otherwise we buy neutral soap and add enough of the proper alkali to do the job properly.

In all, wash it clean. That's what the housewife expects, that's what you buy and use soap for. So use it carefully and correctly. ●

Don't miss next month's Primer article on Alkalies.

Editor's Note: When Associate Editor Lou Bellew read last month's Primer article on water conditioning, he put pen to paper and sent along the drawings below for the amusement of the rest of the staff. We liked them so much that we're running them here as a sort of postscript to the water article.



Water, as found in its natural state, is rarely usable for laundering purposes

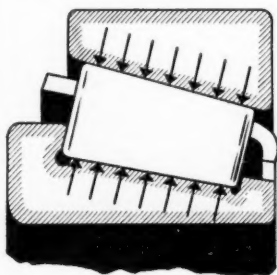


One way of softening hard water

6 problems you can solve with TIMKEN® bearings

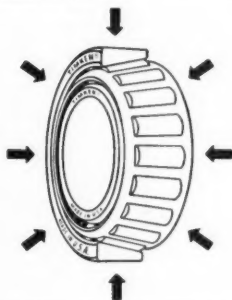
HEAVY LOADS

Loads carried on the rollers and races of Timken® bearings are spread evenly over a line of contact. This greater load area assures extra load-carrying capacity.



COMBINATION LOADS

Due to their tapered design, Timken bearings carry radial and thrust loads in any combination. No auxiliary thrust bearings or plates are needed.



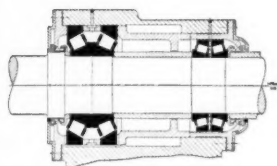
PRECISION

Timken bearings hold shafts in positive alignment, prevent end-movement, minimize deflection. Gears mesh precisely, assuring a smooth flow of power.



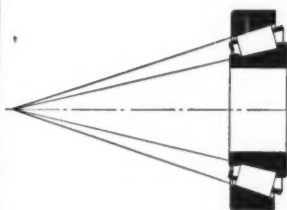
MAINTENANCE

Closures are more effective because Timken bearings keep housing and shaft concentric. Dirt and grit are kept out. Lubricants are kept in.



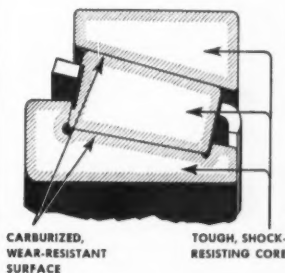
FRICTION

Timken bearings roll freely due to true rolling motion. Lines coincident with tapered surfaces of rollers and races meet at a common point on the bearing's axis.



WEAR

Rollers and races of Timken bearings are made of Timken fine alloy steel—case hardened for a hard, wear-resistant surface and tough, shock-resisting core.



Be sure to specify Timken roller bearings for the machines you buy or build. Look for the trade-mark "TIMKEN" on every bearing. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".

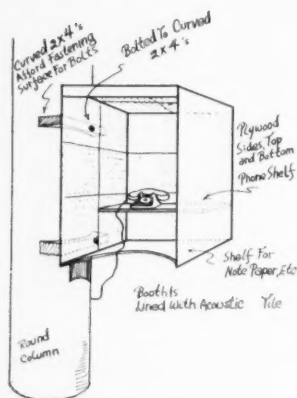
TIMKEN
TRADE-MARK REG. U. S. PAT. OFF.
TAPERED ROLLER BEARINGS



NOT JUST A BALL NOT JUST A ROLLER THE TIMKEN TAPERED ROLLER BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

Rhapsody in Bellevue



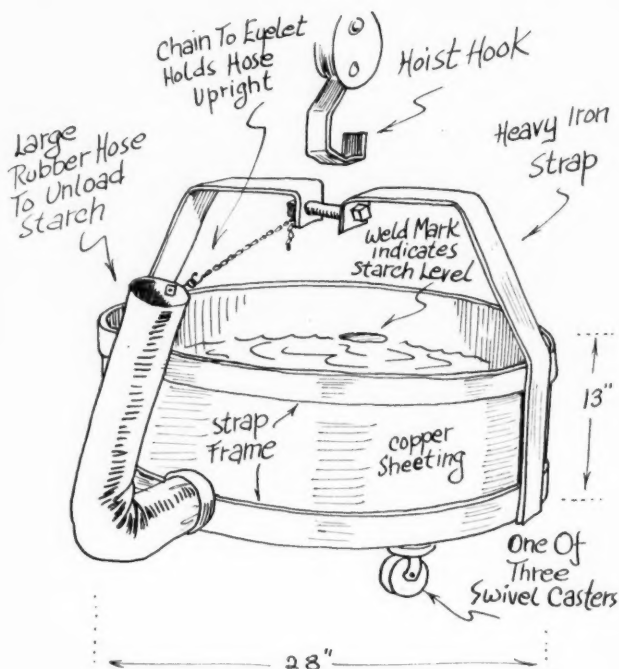
Soundproof Booth

Found several very interesting things to kick around this month, but my heart is heavy. I gave my word I wouldn't mention the name of the plant, or even the city concerned. It's a darned shame I can't give due credit to an outstanding operator, especially since he has one of the best plant engineers I've ever met, bar none.

For instance here's something really fine to deaden the noise of machinery when you use one of the telephones out on the plant floor. Looks like those little soundproof half-booth affairs you see in railroad stations. They are simply three-sided boxes that afford you shelter from the waist up. Sides and top are lined with acoustic tile.

Made from light weight plywood, with the acoustic tile on the inside, they can easily be bolted or strapped to most any supporting column in the plant. As for the dimensions, I can give it best in terms of the number of tile used. The sides and back are three tiles high, and two wide. There's even a little shelf for the phone. What could be called the bottom of this affair, is cut out in a big curve so the person can stand inside. Sure cuts out a lot of the noise.

So far as I could determine there was no framework, just the plywood sections nailed to each other. One bit of bracing was a piece of 1 by 4 across the top of the front opening.



Starch Dispenser

In a plant doing a lot of shirts—so many, in fact, that they have a washroom right near the shirt equipment using several 42 by 84 washers to keep up—they have eliminated one man by making it easier to add starch in the wheel.

No longer do they need an assistant to bucket the starch into the machines. The engineer made up a squat, low-sided copper container, complete with swivel casters and lifting handle, that will hold enough starch for one of the big machines.

Made of copper, the containers look as if someone had cut off the bottom 13 inches of a big soap drum and drolled it up with casters and a lifting handle. Heavy strap iron around the top and bottom give it added strength, and a handle of the same material is welded to these same straps.

This drum is filled about half full, to a point indicated by a

welded mark on the inside of the drum, and is pushed across the washroom to one of the machines. At this point a small monorail hoist is hooked to it and raises it up for unloading. A large rubber hose is used to unload the starch, eliminating the clogging problem and the need for an extra large valve. During transit this rubber hose is held upright by a short length of chain anchored to the handle and hooked into an eyelet on the end of the hose. (This does make a very sharp bend in the stiff rubber hose, but this one has been in use for a year and a half without becoming unserviceable.)

There is a section of straight monorail running along the front of the washers so the hoist can be used at each machine. (Being quite wide, there is little danger of the starch container tipping, and the handle is fitted to allow the use of a wide hook on the hoist.)

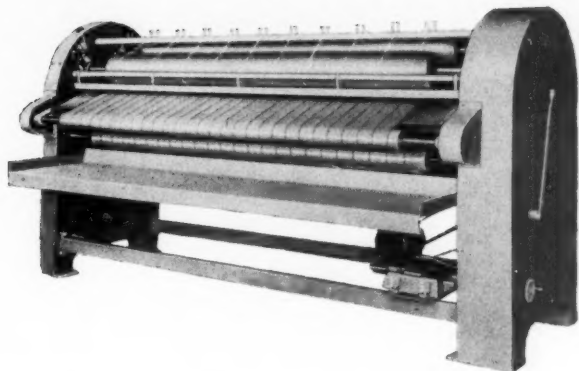
(Continued on page 40)

PRESENTING THE NEWEST FOR '52

THE REVOLUTIONARY **NEW**

MODEL G16 CHICAGO GAS HEATED IRONER

FOR DRIVE-IN AND AUTOMATIC LAUNDRIES



We are proud to present the NEW Model G16 Chicago Gas Heated Ironer which has been designed for Drive-In and Automatic Laundries. We questioned hundreds of operators to determine what they wanted and needed in flatwork ironer features for their stores and then put our engineers to work. Our experience in building gas ironers for over 35 years and manufacturing facilities have enabled us to produce what we believe is the finest, safest and most economical gas ironer in the world for an Automatic or Drive-In laundry.

The Model G16 is built in four sizes with rolls 60", 85", 100", and 110" long. It is of modern, streamlined ap-

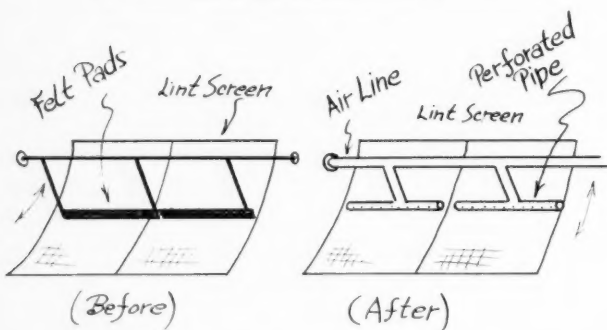
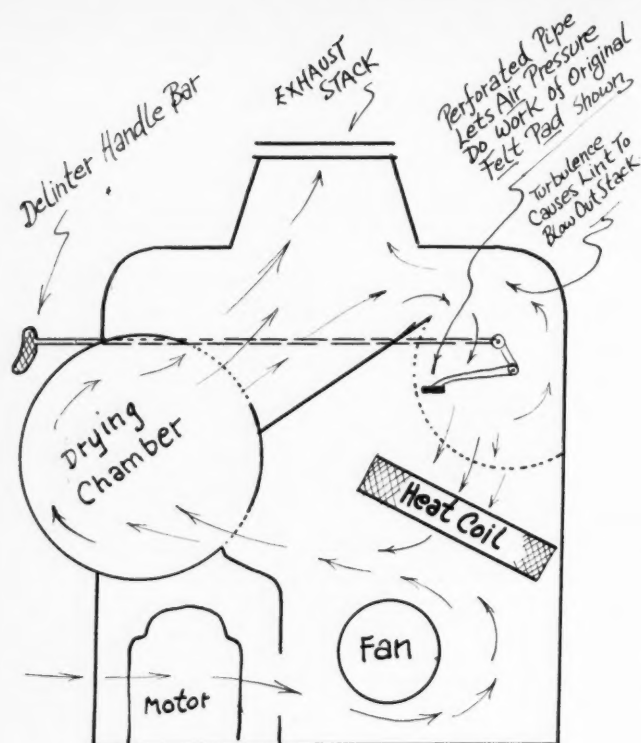
pearance so the operator can show it to his customers with pride. It is designed for same side feed and delivery so it can be placed against a wall and will occupy minimum floor space but can be used with rear return also. It has a 16" diameter heated roll so all ordinary single thickness linens can be finished in one pass direct from the extractor without any pretumbling. Stores in which these ironers are now installed are enthusiastic about the beautiful finish and high quality of finished work. It is easy to install, simple to maintain and has all the latest safety features. Important exclusive features include:

- **Thermostatic Heat Control**
- **Variable Speed Drive**
- **Ball Bearing Throughout**
- **60", 85", 100", 110" lengths**
- **Three Large Padded Rolls**
- **Atmospheric Gas Burner**
- **Quiet V Belt Drive**
- **Burns Any Type of Gas**
- **Basoid Safety Valve**
- **Ribbon Feed Conveyor**
- **Return Ribbon Conveyor**
- **Same Side Feed and Delivery**
- **Snap Switch Gas Control**
- **Indicating Red Signal Light**

Write or wire today for full information. Steam heated models and smaller and larger sized gas or electric heated machines also available. Also manufacturers and distributors of open end and cylinder type washers 25 lb. to 350 lb. capacity, 17" to 30" extractors, gas, steam or electric heated tumbler dryers.

CHICAGO DRYER CO.

2212 N. Pulaski Road
Chicago 39, Illinois



(Continued from page 38)

Lint Screen Improvement

What a good engineer can do to save a little labor even on good conventional equipment is evidenced in this gadget. Here is an attempt to eliminate the chore of cleaning out lint from a tumbler of quite recent vintage.

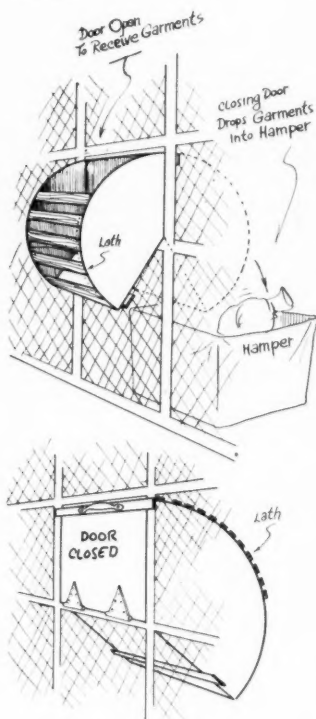
This type of tumbler uses a stationary drying chamber, with forced air doing all the work of drying the small pieces, such as commercial small towels, etc. Air rushes through this chamber and out the exhaust stack, with part of

it being pulled back through delinting screens, through a heating coil and back into the drying chamber. Any lint that doesn't go out the stack is caught in the screens.

In these machines a sweep-arm swipes a felt pad down the curved screen and wipes away the accumulated lint which winds up at the bottom of the screen. Periodically the back doors are opened and you remove the accumulated lint. This was the job the engineer didn't like to do, so he experimented.

This sweep-arm with the felt pad has been replaced with an air line

which is still activated by the delinter control bar at the front of the machine. However, as this sweep-arm action takes place, air from a perforated pipe blows the lint off the screen. The turbulence created by this air pressure is enough to cause this cloud of lint to go back the way it came and out the exhaust stack. While it's still occasionally necessary to remove the lint in the old way, this air pressure idea has considerably decreased the number of times this cleanout operation is necessary. So the engineer is happy . . . and still working to perfect his scheme.



For Garment Protection

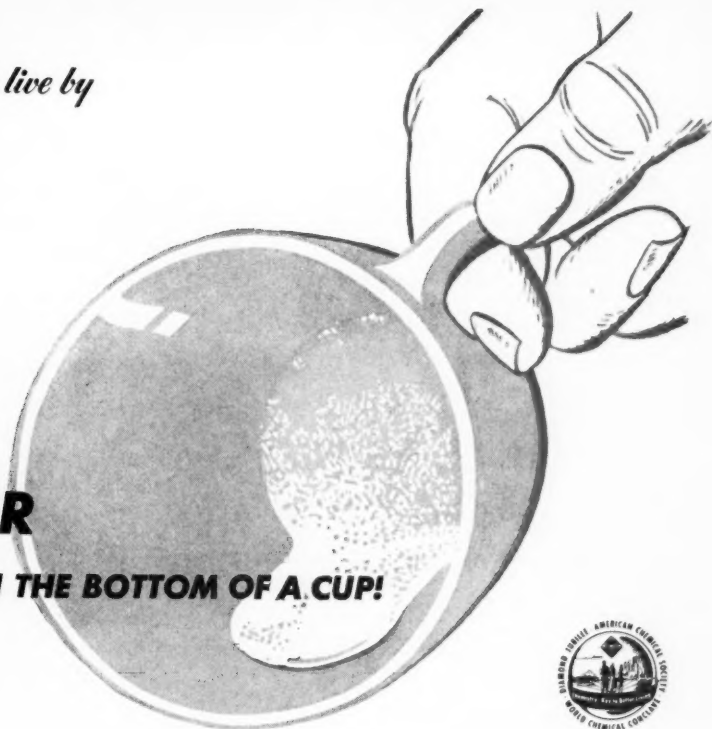
In a big plant there are many people running around at almost all hours. In such plants with drycleaning departments, and where the traffic isn't too easily controlled, there is sometimes the problem of petty theft of garments. (Sometimes not so petty, either, when it comes to an expensive item.)

In order not to leave drycleaning lying around while waiting to be processed, especially when a route-man gets his work in after hours, this plant has devised a safeguard.

(Continued on page 42)

Chemicals you live by

CONSIDER SUGAR... IN THE BOTTOM OF A CUP!



It's wasted...

It goes down the drain because it did not dissolve in time to go to work.

Now consider the value of rapid and complete *solubility* in washing compounds. DIAMOND laundry compounds are entirely soluble—but FAST. Take just DIAMOND Orthosilicate. It has been outstandingly successful in the linen supply business. One reason is its speed. It's all dissolved in seconds after it hits the water. This permits shorter formulas.

And DIAMOND compounds dissolve *completely!* You get every penny's worth of work out of your dollars.

DIAMOND compounds dissolve *much faster* than most others. Let your DIAMOND Technical Serviceman demonstrate the DIAMOND line of laundry compounds in your own washroom. One out of the line will prove to be exactly right for your water and soil conditions. The DIAMOND line is large enough to cover every condition in all parts of the country, and all types of laundries. Check it yourself and see how much you can save when you use a quick-acting, completely dissolving DIAMOND compound.

DIAMOND DETERGENTS

Balanced for the Laundry Industry

Metasilicate	Ortholate
Supersilicate	Paralate*
Orthosilicate	Paralate S*
Metalate	Hydrobreak*
Alkalate*	Hydrolate
O & W Compound*	

SOURS

Safety-Linen*	Septo*
Carbo*	Econo*
Double Duty*	

BLUES

Liquid Blue R (Red)	Liquid Blue G (Green)
------------------------	--------------------------

DIAMOND LAUNDRY DETERGENTS • SOURS • BLUES

DIAMOND ALKALI COMPANY... CLEVELAND 14, OHIO

DIAMOND



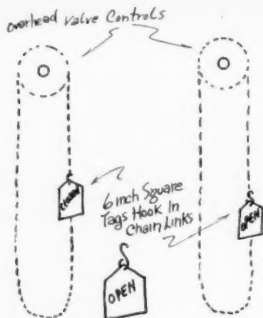
CHEMICALS

(Continued from page 40)

The drycleaning department is set off from the rest of the plant by a partition of heavy mesh wire, with an opening like one of those post office letter-drops set into the partition. The late routeman opens this "flour-bin" and drops his bundles to drop into a hamper inside the fence. Large enough to take a fair sized bundle, it is still too small to permit entry since heavy strips of lath cover most of the opening of this tilting box.

Valve Labels

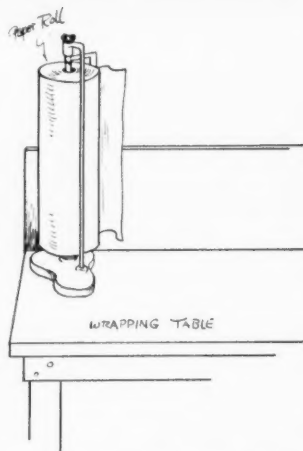
I've often wondered how anyone can tell whether those overhead valves in the boiler rooms are open or closed, unless a man goes about continually checking them. This is a particular problem where more than one man has access to them. This plant has little Prestwood signs painted white and lettered in black to indicate which is which. Each chain hanging down from the overhead valves in this plant has one



of these signs hooked into a link of the chain saying "OPEN" or "CLOSED." No chance for a mixup.

Upright Paper Roll

More and more plants are using upright paper roll holders on their wrapping tables. While the illustration is a little fouled up (the cutter-bar should, I know, be on this side of the roll—I was determined not



to redraw it just for Carl Selle, who would be the only one who would write me a scathing letter about it) it does seem reasonable to believe it would give the wrapper more room to work. It also allows her to slide work on or off either end of the wrapping table.

Laundry News Notes



FALL RIVER, MASS.—Cash and Carry service has been added at the Ideal Laundry, 373 New Boston Road.

CAMBRIDGE, MASS.—The Hancock Laundromat Half-Hour Laundry has been opened at 927 Mass. Ave. It is owned and operated by Thomas Russo.

WOBURN, MASS.—Manley Cleaners have moved operations to the former I.G.A. Stop and Shop store. A self-service laundry, the Laundro-Mart, will be conducted by Edward L. MacDonald and Walter Canney in conjunction with the cleaning plant.

EVERETT, MASS.—The Broadway Launderette at 551 Broadway has opened for business, with Salvatore Le Torre the proprietor.

SPRINGFIELD, MASS.—The Spring-

field Laundry Owners Association has elected Russ Dale president, and William Hamilton, vice-president for 1952. William Putnam was re-elected secretary.

STAFFORDVILLE, CONN.—The Staffordville Laundry was badly damaged by a \$13,000 fire. The plant will be repaired and operations resumed as soon as possible. The laundry is owned by Edgar White, Jr.

STROUDSBURG, PA.—The new \$105,000 laundry on the campus of East Stroudsburg State Teachers College is in operation.

ALTOONA, PA.—A certificate of registration has been filed for One Hour Spotless Cleaners, 1700 Eleventh Avenue, with Hyman and Sylvia Halpern as owners. The plant will offer laundry service.

WARREN, PA.—James C. Hagan has been named manager of the laundry at the Warren State Hospital. William P. Taylor, former manager, has retired.

BURLINGTON, VT.—Empire Launderers and Dry Cleaners have named Mark Rosenthal supervisor of the cleaning department.

PARKERSBURG, W. VA.—The Empire Dry Cleaning and Laundry Company, which has been closed by a strike, is operating again.

PORTSMOUTH, N. H.—The Modern Launderette has opened for business at 142 State Street. Basil Richardson is president of the concern, which will be managed by Mrs. Wilda Sherman.

JERSEY CITY, N. J.—Edmund Sieminski, vice-president in charge of production at the Brunswick Laundry, has made an air survey of the area to map housing projects under construction. The survey will be used in sales planning.

PATTERSON, N. J.—The Sun-Ray Laundry building has been sold to the Washington Equipment Co., sheet-metal fabricating concern.

NEPTUNE, N. J.—Edward Eller has been named manager of Consolidated Laundries Corp.'s Neptune plant.

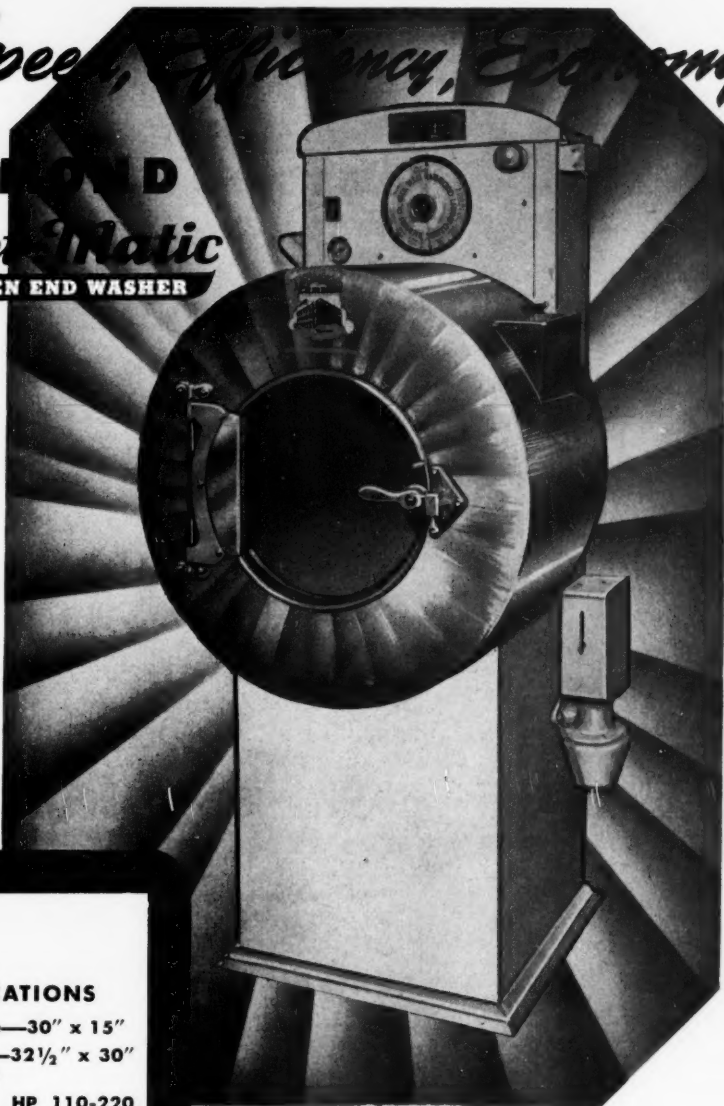
BATAVIA, N. Y.—Batavia Laundry & Cleaners has been purchased by the North East Laundry of Le Roy. The Batavia plant will be maintained.

(Continued on page 44)

For Speed, Efficiency, Economy!

HAMMOND *Midget-Matic* **OPEN END WASHER**

HAMMOND . . . The pioneer of Open End Washers now presents the "Midget-Matic": specially designed to meet every operator's need for a heavily constructed, small capacity washer that will give dependable, thorough service. Completely automatic, with stainless steel cylinder and tub, the Midget-Matic is guaranteed to streamline your operations.



SPECIFICATIONS

- Cylinder size—30" x 15"
- Dimensions—32½" x 30" x 70" height
- Motor — ⅓ HP 110-220 volt—60 cycle—1750 rpm.
- High or low level water fill
- Automatic lubrication system
- Automatic belt tension adjustment
- Shipping weight—600 lbs.

STANDARD OR SPECIAL FORMULAS

Standard formula on the Midget-Matic gives you four formulas on one control disc. One for normal loads—one for light loads. Also a long and short run for wool runs. However, any special formula can be furnished, pre-set up to one hours duration.

Hammond
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

(Continued from page 42)

NEW YORK, N. Y.—The February meeting of the Metropolitan Institutional Laundry Managers Association was held on February 20 with Edward Ewell of Pennsalt as the speaker.

ELMHURST, N. Y.—The General Diaper Service received a top award for plant safety from the Greater New York Safety Council. The plant had no lost-time accidents.

NEW YORK, N. Y.—Anna Tynan, who has been affiliated with the Plaza Hotel's laundry for 25 years, has been named

superintendent of the combined guest laundries of the Waldorf-Astoria, the Plaza, and the Roosevelt hotels.

BROOKLYN, N. Y.—Matthew M. Aiken, president of the Pilgrim Laundry, Inc., predicted an upward trend in business at the firm's recent stockholders meeting. The plant, as usual, declared a dividend for its stockholder employees.

TROY, N. Y.—Commodore Cleaners & Launderers, Inc., have purchased a property at the corner of Lee Avenue and Hoosick Street to be used for a branch store.

BUFFALO, N. Y.—Operation of the 58-year old Central Star Laundry has been merged with the American Palace Laundry. Both laundries will be operated from the latter's plant at 235 Fargo Avenue. They are owned by Buffalo General Laundries Corporation and will retain separate identities. The Central Star's former plant at 21 Northland Avenue will be taken over by General Laundries' rental division.

CANANDAIGUA, N. Y.—Freeman Chaffer of Rochester has purchased the Launder E-Z store, 4 Phoenix Street, from John D. Williams.

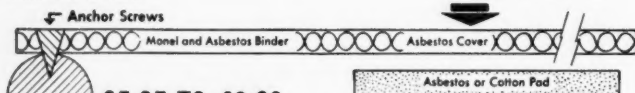
BATH, N. Y.—A laundromat has been opened at 11 East William Street by Edwin O. Swearingen and George K. Kavulok.



Bestos
Your Key To
Future
Savings

On Flatwork Ironers

Semi and Permanent
Parts of Roll Assembly
which Last for Years



35.25 TO 48.00

will completely repad and cover a 120" roll with asbestos

"BesTos" is a precision dressing for ironer rolls. Guaranteed to deliver superior work at a much lower cost per year.

Shutdown time is at a minimum, as covers and pads can be replaced in 5 to 10 minutes per roll.

The thousands of rolls dressed with this assembly are saving their owners many fabric dollars and many hours of labor.

Write for detailed cost for your equipment.



TINGUE, BROWN & CO.

723 E. Washington Blvd., Los Angeles 21, Cal. PRospect 6023
507 Bishop Street, N. W., Atlanta, Ga. ATwood 3864
1227 Wabash Avenue, Chicago 5, Ill. HArrison 7-0083
1765 Carter Avenue, New York 37, N. Y. CYpress 9-8800
CANADIAN SALES AGENTS ROSS WHITEHEAD & CO. LTD., MONTREAL, CAN.



AUSTIN, TEXAS—Anthony's Laundry and Dry Cleaning, 1113 West Lynn, recently held its formal opening. Owners are Mr. and Mrs. Anthony Colometta.

DALHART, TEXAS—Bob Jones has purchased the 200 Laundry from J. A. Cook.

SUDAN, TEXAS—The plant operated by R. E. Wright, which was destroyed by fire on December 11, is being rebuilt.

CANADIAN, TEXAS—The explosion of a flatwork ironer cylinder caused severe damage at the Canadian Laundry and Dry Cleaners recently.

GALVESTON, TEXAS—The Uneeda Laundry & Dry Cleaners recently got some good publicity in the local press by describing the good turns done by the firm's roumen. The roumen have compiled an enviable goodwill record by such acts as turning off escaping gas in homes, administering first aid, helping to put up Christmas trees, starting stalled cars, and the like.

MARTINEZ, CAL.—Budget Cleaners, owned and operated by A. E. Swartz, has opened the 38th laundry and cleaning branch in its chain.

SAUSALITO, CAL.—Elliott's Laundry and Cleaning has purchased new cleaning equipment.

TURLOCK, CAL.—A new self-service called Washette has opened at 110 Minerva Street. Owners are Mr. and Mrs. Raymond Littrell.

(Continued on page 46)

That's a winning move, Mister!

Many a laundryowner will tell you that he made a smart move when he switched to Ozonite. In explaining why, he is likely to mention gaining at least three important advantages by installing this complete, scientifically balanced soap in his washroom.

CONVENIENCE, for example. You can add Ozonite direct from barrel to washer, because it's built for you at the factory—by specialists.

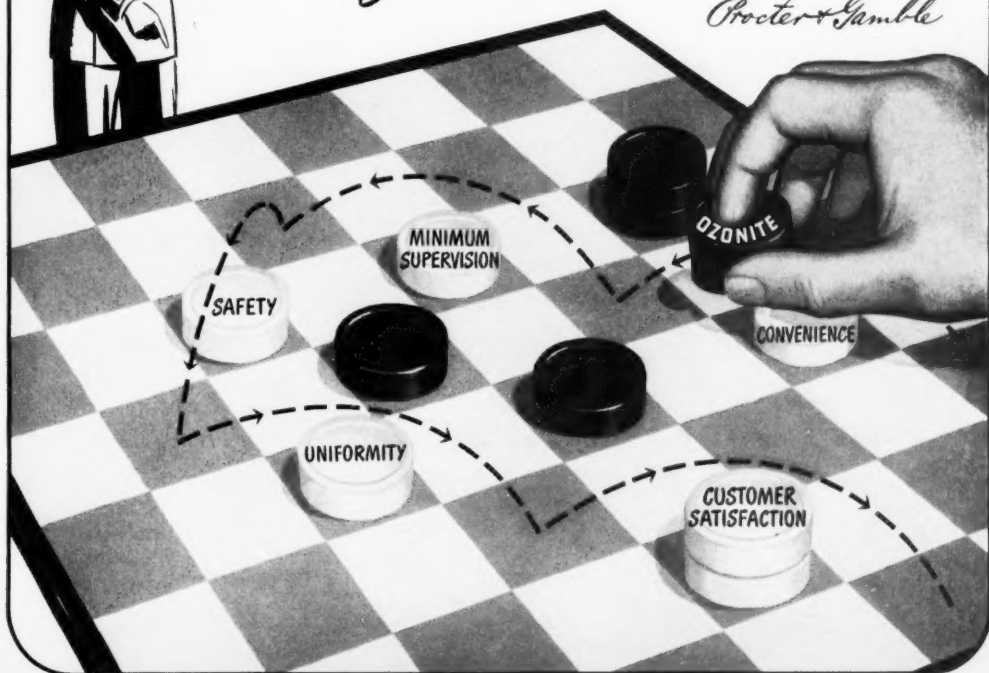
SAFETY, too. That comes from the perfect balance of Ozonite's fine ingredients.

And **UNIFORM QUALITY**. Because Ozonite itself is a uniform product, you can count on it to turn out work of uniform quality—with minimum supervision.

We believe you, too, will find changing to Ozonite a wise move. Try it for a month and see.



Simplify your washing formula with **OZONITE**
Procter & Gamble



(Continued from page 44)

IMPERIAL BEACH, CAL.—The Palm Launderette has opened for business at 716 Ninth St.

SAUSALITO, CAL.—Chin Dan Kuey and Chin Yock Soon have purchased the LaBlanch Laundry, 109 Second Street, from Jean Couste. Couste has operated the plant for the last 40 years. The plant's name will not be changed.

GIRARD, KAN.—The Girard Laundry has installed a new boiler.

HILL CITY, KAN.—Mr. and Mrs. Max Grindle have purchased the Brill-

hart Laundry from Mr. and Mrs. Brillhart.

PHOENIX, ARIZ.—Fred H. Knowles, owner of Dy-Dee Service, has moved his plant to a new building at 634 W. Indian School.

DENVER, COLO.—The Mountain State Industrial Laundry, which has been operating only four months, is reported to be doing well. The firm has branches in Pueblo, and Caspar, Wyo.

DENVER, COLO.—Mr. and Mrs. J. F. Gimsick of Globe Cleaners and Dyers have established a new Mono-wash laundry at 1373 W. Alameda.



SALEM, ORE.—A new laundromat, the Capital Self-Service Laundromat, is now operating at 1795 Ferry St. In addition to self-service laundering and drying, the firm offers drycleaning, shirt finishing, and tinting.

REDMOND, ORE.—The laundry building and equipment on Fourth Street has been sold to P. M. Houk, who plans to use the building for storage. Houk plans to sell the equipment.

PORTLAND, ORE.—Laundry and cleaning plants in the Portland area have been warned that OPS agents are going to make spot checks of all service industries who are delinquent in filing ceiling prices.

BREMERTON, WASH.—Jack B. Mandeville, manager of the City Hand Laundry, has been named "Bremerton's Young Man of the Year for 1951." His civic activities included a directorship of the Jaycees, country treasurer of the National Foundation for Infantile Paralysis, county drive chairman for the March of Dimes, plus being an active member of the Elks, Moose, and the American Legion.

COLVILLE, WASH.—Jerry McMillan, owner of Valet Cleaners, on Main Street, is building a modern laundry plant on South Oak Street. The plant should be open on May 1.

SEATTLE, WASH.—F. L. Cate has been granted permission to install an electrically equipped laundry at 211-15 Eastlake Ave.



BONIFAY, FLA.—A new laundry and cleaning plant is being opened on U. S. 90 by B. D. James of Panama City.

COCOA, FLA.—The Palms Steam Laundry and Dry Cleaners, founded and operated by M. B. Green, recently celebrated its 21st anniversary.

ALLAPATTAH, FLA.—Paul Goodwin has purchased the Allapattah Laundromat at 1512 NW 36th Street.

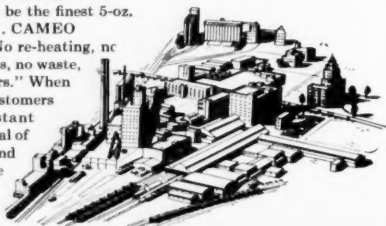
(Continued on page 48)

**A
Non-congealing
5oz. Starch?
Sure
I want it!**



More and more laundries are switching to CAMEO®... the 5-oz. non-congealing starch exclusive with Staley!

Progressive laundries all over the country are discovering the many time and labor-saving advantages of CAMEO Starch... the only 5-oz. non-congealing laundry starch made in America! Considered by laundry experts to be the finest 5-oz. laundry starch available today... CAMEO is always ready for instant use. No re-heating, no lost time cleaning up congealed lots, no waste, and a minimum of costly "do-overs." When you use 5-oz. CAMEO your customers get the same smooth, soil-resistant starch work every time. Make a trial of CAMEO in your starch room and you'll see why it is becoming the No. 1 choice of leading laundries. Get in touch with your starch supplier or write direct for full details.



This 382-acre Staley "factory city" turns out more quality laundry starch than any other plant in America!



STALEY
Laundry Starches
...for the Finest Finish!

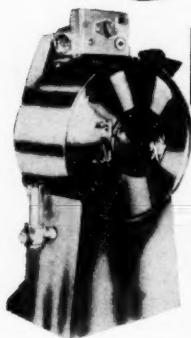
A. E. STALEY MFG. CO., Decatur, Illinois



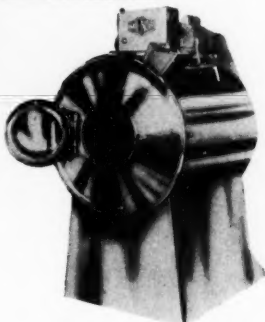
**AYE-AND YE KEN 'TIS SO
ECONOMICAL!**



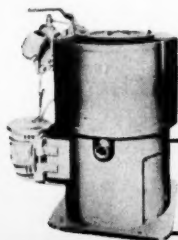
QUALITY ... TO MEET EVERY DEMAND



MODEL 1W-25
25-lb. Dry Weight
Capacity



MODEL 1W-50
50-lb. Dry Weight
Capacity



20" EXTRACTOR
Laundry model, fully
automatic, ball bearing
drive, interlocked cover.

MILNOR washers . . . sturdily built of stainless-steel, are the last word in high efficiency operation and incorporate all of the newest features of commercial washer design. Full 30" diameter cylinder, 4½" ribs, three stage V-belt drive, motor overload protection are just a few that make MILNOR washers the finest available on the market today. Milnor washers are manufactured in 25 and 50 pound dry weight capacity, manual, semi or fully automatic models.

MILNOR equipment is tops in the field! Your plant is way ahead in service and quality (and economy too) when you install Milnor washers and extractors.

WRITE FOR DETAILED CATALOG

Pellerin



CORPORATION • NEW ORLEANS 18, LA.

MANUFACTURERS OF FINE LAUNDRY AND DRY CLEANING EQUIPMENT

(Continued from page 46)

LAKE WALES, FLA.—Sale of Weimer's Laundry Service at 421 N. First Street to D. A. Kirkpatrick has been announced.

SHELBYVILLE, KY.—The Shelbyville Laundry has moved into its new plant at 10th and Washington Streets. The laundry, which was founded in 1895, has been owned and operated by Lindsay Logan and sons since 1925.

ELIZABETHTOWN, KY.—The Elizabethtown Laundry and Dry Cleaners recently set up an interesting sideline by operating a "Tie Exchange Pool." Men who received unsatisfactory Christmas

neckties could take them to the plant and exchange them for ones they liked better. All ties were drycleaned before being added to the pool. The pool operated throughout February.

LEXINGTON, KY.—Because of "violent internal dissension," stockholders of the Prosperity Six-Hour Laundry, Inc., have asked that the business be dissolved.

MONROE, LA.—Charles Chisholm has established an on-the-job chapel in his laundry plant. All employees are invited to attend non-sectarian devotional services there once a week. The chapel, equipped with chairs, a pulpit,

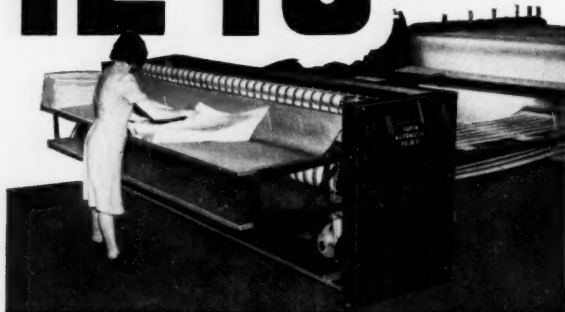
and an electric organ, is much used and much appreciated by the employees.

COLUMBUS, GA.—Snow's Laundry and Dry Cleaners has established a branch store in the East Highland section at 1010 Linwood.

ATLANTA, GA.—The University of Georgia has purchased a laundry owned by the university's athletic association. The price was \$105,000.

CHARLESTON, S. C.—Johnny Poulnot, an employee of the United Laundry Co., covers part of his route in a cabin cruiser. He collects laundry from minesweepers in the Navy Yard.

12-16 SHEETS PER MINUTE



SUPER Automatic Folder with electronic operation

Increase tonnage through your ironer — reduce costly handwork and labor needs. The Super Automatic Folder takes flatwork directly from ironer — measures it electronically and

folds precisely into halves and quarters. Square tabletops (48") folded at a 40 per minute rate! Investigate — write, wire or phone. Jobbers in all principal cities.



SUPER LAUNDRY MACHINERY CO.

A DIVISION OF ST. JOE MACHINES—"Since 1877"

ST. JOSEPH, MICHIGAN



TERRE HAUTE, IND.—The Temple Laundry and Dry Cleaning at Third and Chestnut Streets recently celebrated its 44th anniversary.

SOUTH BEND, IND.—The Feitz Home Laundry, 2805 W. 6th St., held its grand opening on January 21.

ROYAL CENTER, IND.—Lester Wheeler is establishing a completely modern drycleaning and laundry plant on Center Street.

FT. WAYNE, IND.—The new E-Z-Way Launderette at 1921 S. Calhoun has opened for business. Mr. and Mrs. Thomas Fortman are the owners and operators.

FT. WAYNE, IND.—Plans have been approved for the enlargement of the Allen County Institutional Power Plant and Laundry.

EVELETH, MINN.—A new plant, the Wash-Rite Self-Service Laundry held its official opening on February 1. The store is located in the Miners National Bank building. Owners are Mrs. Julia I. Johnson and Vincent A. Tini.

ALBERT LEA, MINN.—New drycleaning equipment has been installed at the Johnson Laundry and Dry Cleaning Company, according to Harold Speier, general manager.

CINCINNATI, OHIO—Damage estimated at \$50,000 resulted from a recent
(Continued on page 58)



"JOMAC 54"

fits every size buck

OUTWEARS FLANNEL BY 300%. A full 54 inches wide, "Jomac 54" enables you to cut press cloth for all sizes and types of bucks with a minimum of waste. "Jomac 54"—a new width in a universally accepted, widely used scorch-resistant laundry cloth—is a loop-finished fabric that outlasts flannel by 300%.

"JOMAC 54" is highly absorbent and uniformly porous. It's resilient, with thick uncut pile that won't stay down. It's economical—saves man-hours, time and material. For trouble-free pressing, try "Jomac 54"—you'll find *there's nothing like it in press padding.*

C. WALKER JONES CO., PHILADELPHIA 38, PA.

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



Calgon

IS INDISPENSABLE
IN 3 KINDS OF
WATER!



1 HARD WATER!

2 SOFT WATER!

3 ZEOLITE-SOFTENED WATER!

Regardless of the kind of water you use, the instant you add soiled fabrics you add hardness. The hardness elements in soil react chemically with soap and alkali. They form an insoluble dirty film resulting in lower-quality work. They tie up soap, resulting in higher costs.

Adding Calgon is the cheapest, surest way to solve this problem that's present in any washing operation in *any* kind of water. Calgon ties up the hardness elements added to water by soil . . . keeps film from forming . . . removes film built up in previous washings. You do better work . . . at lower over-all cost.

Remember—Calgon makes any soap wash better . . . makes any water rinse better.

Use Calgon* IN THE FORM THAT'S BEST SUITED TO YOUR NEEDS!

for quality laundering . . . wet cleaning . . . rug and upholstery shampooing!



Calgon in
Regular Form
FOR PREPARING
STOCK SOLUTIONS

*Calgon is the registered trade mark of Calgon, Inc., for its vitreous sodium phosphate products.



Instant Calgon is available in 25 lb. drums and in 100 lb. bags. Calgon in regular form is available in 100 lb. bags. Order from your distributor or write to Calgon, Inc.

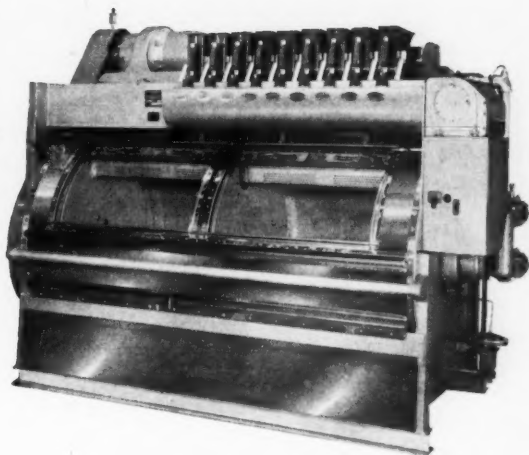
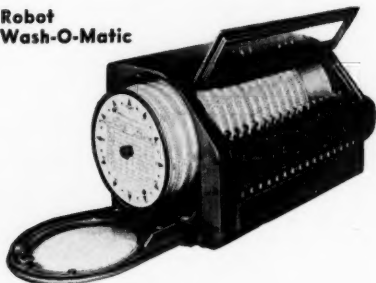
CALGON, INC., HAGAN BUILDING, PITTSBURGH 30, PA.

ROBOT-IZE...YOUR Washroom

WHEN YOU "ROBOT-IZE" YOU...

- SAVE YOUR SUPPLIES
- USE "JUST RIGHT" AMOUNTS
- DUMP ONLY RIGHT SUPPLY AT EXACTLY RIGHT TIME
- CAN'T MAKE A MISTAKE
- CAN'T FORGET
- CAN'T OVERLOOK AN INGREDIENT
- CAN'T GET INGREDIENTS INTO WASH CYLINDER WITHOUT PRE-MIXING

Robot
Wash-O-Matic



The "Human Element" in the washroom has always been the most difficult laundry operation for management to control. Dissatisfied customers and costly "re-runs" nearly always originate there. The careful planning of formula, running time, water level and temperature is often destroyed by the natural tendency of humans to make mistakes. This cannot help but have a negative reflection in profits.

ROBOT with its "Wash-O-Matic" feature provides you with a "built-in brain" that successfully eliminates this costly washroom problem. The exact application of your formulas and washing cycle becomes a controlled operation that can be repeated time and again with the same degree of efficiency. The costly "Human Element" is no longer a profit-loser. The complete operation of washing is accomplished simply by pushing a button.

Write to-day for complete information.

Robot Laundry Machinery Sales
Division of The Wolf Company
Chambersburg, Penna.

Please send without obligation full information
on ROBOT Self-contained Automatic Washers.

Name

Company

Address

City Zone State



ROBOT

LAUNDRY MACHINERY SALES
DIVISION OF THE WOLF COMPANY

CHAMBERSBURG, PENNSYLVANIA

THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER



Situated on busy intersection in growing shopping district, Master Cleaners & Laundry's plant has spacious drive-in area on three sides

Launderette Doubles Volume In Five Years

North Carolina operator plans aggressive sales and
advertising program to keep business on the increase

By JAMES A. BARNES

KNOWN SIMPLY AS THE LAUNDERETTE five years ago, Master Cleaners & Laundry in Charlotte, North Carolina, typifies that group of postwar self-service laundry establishments which has prospered by gradually expanding the scope of the service offered.

When Owner Bill Cocks came out of the army he wanted to go into business for himself. He decided that a self-service laundry offered the kind of opportunity he wanted. Like many other prospective launderette operators he had never been associated with the laundry industry before and, like so many of them, he didn't let that deter him. In the spring of 1946 he built a concrete block building at an intersection in town which he had reason to believe would some day be a busy shopping center. He equipped the 30 x 60-foot plant with 30 home-type washing machines and an instantaneous water heater and opened for business in August.

Bill and two girls comprised the entire executive and working staff of the enterprise. The first four months the doors were open they grossed \$13,000 in sales. The only service offered at that time was wetwash at 25 cents a machine load. Customers loaded and unloaded the machines themselves. During this time 9 more home-type washers were added to the equipment and during one week the 39 washers handled 100 loads each for a total of 3,900 loads. The plant grossed \$1,000 that week.

One year after opening Bill decided to offer fluff dry service. Three 36 x 30 gas heated tumblers and two 17-inch extractors were installed for this purpose. Encour-

aged by the success of this service, he decided to try shirts. In the spring of 1948 a two-girl shirt finishing unit was added. It was at this time that ground was broken for a drycleaning plant which opened on July first.

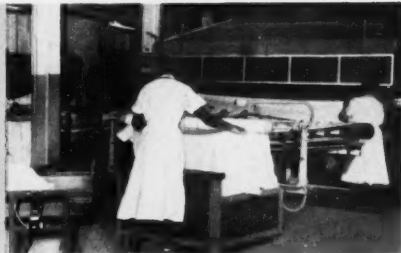
It wasn't long before Cocks detected two important trends among a large segment of his customers. Almost daily the number who did not want to continue to load and unload the machines themselves seemed to increase. At the same time an increasingly larger number showed an interest in a higher quality of washing.

To accommodate the business to these trends a 60-pound and ten 25-pound open-end washwheels with semi-automatic controls were installed last May. To make room for these machines 20 of the home-type washers were removed altogether and the shirt finishing unit was moved across the street to a separate building leased for that purpose. A 40-hp. oil-fired boiler had been installed when the drycleaning department was opened and it now became necessary to install a 20-hp. oil-fired steam generator to provide hot water for the open-end washers.

In addition to the open-end washers and the shirt finishing unit, present equipment consists of 19 home-type washers, three 20-inch extractors, one 26-inch extractor, and seven gas heated 36 x 30 tumblers.

The original staff of three has been expanded to a working force of 17 which does not include either Bill or the girl in the office. It does include a routeman who reported for work on February 25th, nine employees on the day shift and seven on the night shift. The plant

Conveyor-fed 48x84" ROTARE Tumbler will supply continuous flow of both large and small pieces, mixed, to two ironers. At discharge end of tumbler, operator (right) places conditioned large and small pieces on separate conveyors.



Automatic Spreader operator gets large pieces from conveyor, partly shown at left. Spreader delivers pieces, fully opened up, to feeders at large-piece ironer.



Conveyor (right) delivers small flatwork to another conveyor from which operators feed work directly to small-piece ironer.

**How you can
make more money
on flatwork!**

AMERICAN MECHANIZED FLATWORK IRONING increases your profits on the classification of work which comprises the biggest part of your volume. Flatwork ironing costs are reduced remarkably by the savings in labor and greater production per operator.

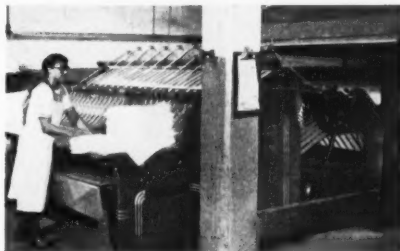
A One-Ironer Laundry reports a saving of 4 operators and a 58% increase in per-operator production with **AMERICAN MECHANIZED FLATWORK IRONING**.

A Two-Ironer Laundry saved 5 operators, nearly doubled production per operator and reduced flatwork ironing costs 41.4%.

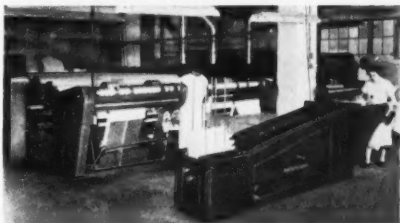
A Three-Ironer Laundry reduced flatwork ironing costs more than 34%, although all operators were given a 5% pay increase.

AMERICAN MECHANIZED FLATWORK IRONING replaces manual shakeout and preparation of fully identified flatwork with time-saving, labor-saving mechanical conditioning. Use of conveyors, and Automatic Spreaders for large pieces, reduces manual handling and transporting, and speeds up flow of work. Costly manual folding is replaced by high-speed automatic folding of large pieces, and automatic stacking and folding of small pieces.

Individually planned to meet each plant's particular processing methods, **AMERICAN MECHANIZED FLATWORK IRONING** can be installed in steps, or complete. **WRITE TODAY** for free, illustrated book, "MECHANIZED FLATWORK IRONING."



TRUMATIC Folder at delivery end of large-piece ironer automatically quarterfolds linens lengthwise, with only one operator needed to crossfold and stack work.



STACKRITE Stacker at delivery end of small-piece ironer automatically stacks work in separate lanes. Majority of pieces are then folded automatically on **FOLDMASTER Folder** (foreground).

The **AMERICAN** LAUNDRY MACHINERY CO.

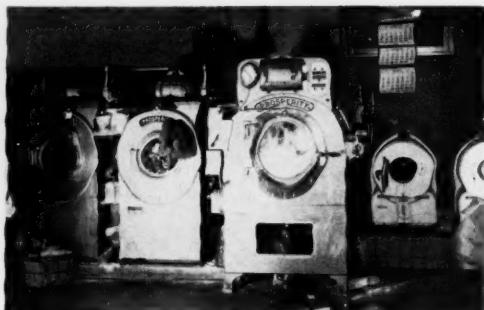
CINCINNATI 12, OHIO



When writing to advertisers please mention **STARCHROOM LAUNDRY JOURNAL**



Neal Williams, manager of Master's laundry department, accepts shirts from a Charlotte housewife



Battery of open-end washwheels adjoins line of home-type washers. Large wheel in center is used exclusively for shirts

operates from seven in the morning until 11 at night every day but Sunday.

For those customers who still want to service the machines themselves wetwash is priced at five cents a pound with a minimum charge of 35 cents per machine. Fluff dry for these customers is priced at seven cents a pound with a minimum charge of 55 cents per load. Work for these customers is washed only in the home-type machines. There is no charge for any supplies used in washing.

Work for those customers who do not want to service the machines themselves is washed only in the new open-end wheels. Prices are the same as above except that the minimum charge is 50 cents for wetwash and 70 cents for fluff dry.

Shirts are washed and finished at 18 cents each with no minimum charge except in the case of the odd customer who brings in only one shirt at a time. He is charged 20 cents. All shirts are washed in the 60-pound wheel which is used exclusively for this purpose. They are marked individually by machine.

Because all other work is washed, extracted and tumbled by individual bundles, the marking of shirts is the only special identification procedure employed. Wetwash and fluff dry move through the plant in individual baskets identified by a copy of the customer's ticket which accompanies the basket.

Washing Formulas

Standard formula for the home-type machines runs for 45 minutes and includes the use of a standard built soap. No bleach or blue are used unless the customer brings it herself. Machines are never loaded over nine pounds. The formula for the open-end machines includes the use of a standard built soap, an additional builder, bleach, blue and sour. A complex phosphate soap regenerator is added to the bleach bath. The plant uses city water and the management says that no water softening equipment has been installed because the water runs only two grains of hardness.

In 1951, Master spent \$2,500 on advertising for the laundry department alone. Of this, approximately \$400 was for newspaper space. The balance was expended solely on radio time. Cocke has found that radio spot announcements of one minute duration are his most effective advertising medium. He is a great believer in "hitting 'em often." Consequently, his spot announcements are repeated as frequently as 12 times a day.

An aggressive sales and advertising campaign has been formulated for this spring. When we were there the artwork for the campaign was being approved. It

features a cartoon character who is to be known as Master Magic. The cartoons will appear on the sign atop the plant building and on all printed advertising materials. Also, Master Magic's voice will greet listeners to the radio spot announcements and thereby tie in with the general theme.

Drive for New Business

At the same time a drive for new laundry business will be conducted on the routes. As noted above, a route salesman reported for work in February. At present he is the only routeman charged to the laundry department payroll. However, when the drycleaning department was opened a routeman was hired. He has been concentrating on drycleaning sales, only bringing occasional shirts and washable rugs in to the laundry. Under the new plan both men will work on a commission plan and will aggressively solicit laundry business. The company owns both trucks which will be used on these routes. A system of route zones and an efficient customer control plan have been formulated and will be put to use. Cocke says that the four spring months commencing with March constitute the best laundry months of the year in the Charlotte area and this spring will afford him an opportunity to put these sales plans into use and perfect them as he goes along.

The laundry is finishing an average of 5,200 shirts weekly. Some of these are done at wholesale for other outlets in the Charlotte area. A rough weekly average sales figure for the first two months of 1952, including the wholesale shirt volume, would be around \$1,900. Biggest week thus far was approximately \$1,800 exclusive of the wholesale business. That's quite an increase over the \$750 weekly average represented by the first four months operations back in 1946. Furthermore, as noted, it reflects only a slight increase in the basic price structure which has taken place in the interim. None of these figures includes drycleaning which is currently running about even with laundry sales.

In discussing his plans for the long term future, Cocke indicates that another shirt finishing unit may be his next move toward increasing his productive facilities. He isn't decided about adding flatwork finishing equipment after that.

We noticed many housewives parking their cars at the plant, dropping off their bundles and strolling over to a big new super market a few yards away. His drive-in area runs around three sides of the building and its 7,800 square feet will hold plenty of those shopper's cars. With a regular two-hour laundry service, it's hard to see how he can miss. ●

How Wilke Attracts New Personnel

**Employees receive immediate awards for new contacts,
win subsequent cash if new worker stays four months**

By JOHN J. MARTIN

PRESENT PRODUCTIVE EMPLOYEES are the Wilke Laundry Company's internal employment agency. The management of this Albany, New York, plant finds that its simple "Pot of Gold" award system brings in new laundry workers at less cost than newspaper "help wanted" classified advertising. Moreover, employee turnover is materially reduced, leading to an even greater saving.

Pot of Gold works this way. When Wilke's needs a tumbler operator, or sorter, or some other plant employee, an announcement goes out over the public address system (unless there are some useable prospects from the last call). The announcement states just what job is open and reminds the group of the standing Pot of Gold offer. If a worker brings in a friend or relative, and the prospect fills the bill, the award system goes into effect.

After the new employee has been working one full week, a Pot of Gold certificate worth five dollars is issued to the sponsor.

Four weeks later, if the new girl is still on the job, a four-dollar certificate is made out for the Wilke employee who made the contact. Another four dollars is given at the end of eight weeks, and still another four-dollar certificate is issued to the sponsor after 12 weeks. If, after 16 weeks, the employee is still at work, a big 15-dollar Pot of Gold certificate is made out for the Wilke employee who brought her friend in to work.

This means that 17 weeks after the new employee's first day on the job, Wilke's will have paid out 32 dollars to the sponsor.

Pot of Gold also applies when sponsored applicants are put on the prospect list, because of no immediate opening, and are hired later.

Karl Wilke, Jr., has kept careful records of Wilke's advertising efforts. These have enabled him to make an accurate comparison between Pot of Gold and classified ads.

He knows that four 1-column by 1-inch help wanted ads in the Albany paper cost approximately ten dollars. He also knows that he can get the same job done for half the cost with Pot of Gold.

The sole function of the newspaper ads is to get the prospect in the office for an interview. If she is hired, it has cost Wilke's ten dollars. The first payment to a Wilke employee who has delivered a friend to the office is only five dollars. Wilke's wins right away, from a cost point of view.

Karl Wilke's strongest comments on the merits of the Pot of Gold were directed to the lowered turnover feature. He believes that the biggest benefits are here.

It costs the plant a lot more than 32 dollars each time an employee quits and has to be replaced. Extra supervision, training and lower production of the new worker all add up to higher productive costs.

Pot of Gold enlists the aid of the older employees to reduce this costly turnover. By spacing the cash certi-

cate payments over 17 weeks, Wilke places the employee who brought in a new worker in the position of a sponsor. In order to get the initial five, the employee brings in the friend. In order to keep earning the dividends, and finally the Pot of Gold at the end of the rainbow, the sponsor works very hard to keep the new employee on the job for the four months.

Mr. Wilke also feels that the fact that friend works with friend, or relative with relative, tends to tighten the relationship of Wilke's. Both are liable to stay longer and be happier if there is companionship at lunch and back and forth on the bus.

A higher type employee is interviewed at Wilke's because of the Pot of Gold plan. A newspaper help wanted ad can bring in all sorts of job drifters. Now, when the applicant arrives, chances are she truly wants a job. She has a definite reference, and is more than likely to be at least as responsible as the sponsor.

Another benefit comes in giving plant employees the money from the plan. Pot of Gold certificates can be cashed when issued, or all of them can be saved to be cashed on the final day for the total 32 dollars. Present employees like this easy way to earn extra money, and it does much for Wilke's employee relations in general. It is also another turnover reducing step.

Does it work? Figures for the year 1947 say that it does. Forty-two per cent of the employees hired through the Pot of Gold plan in that year are still on Wilke's payroll in some capacity. This is because Wilke's decided to get them over the hump—to pay out 32 dollars to keep them for the first four months. Forty-two per cent decided to stay on for five years longer. ●

"POT OF GOLD" CERTIFICATE

This Certificate is worth dollars to

....., Employee's Name.

for bringing in

....., New Employee.

It is good only on or after..... provided the New Employee is on our pay-roll on the above date. This certificate must first be approved by the New Employee's Supervisor on the above date to indicate that the New Employee is still on the payroll at that date. This Certificate will be cashed at our office at any time between the above date and four months thereafter but has no value five months after the above date. The Employee signifies her acceptance of the above conditions when she accepts this Certificate.

.....Supervisor's signature and date.....

WILKE LAUNDRY CO., INC.

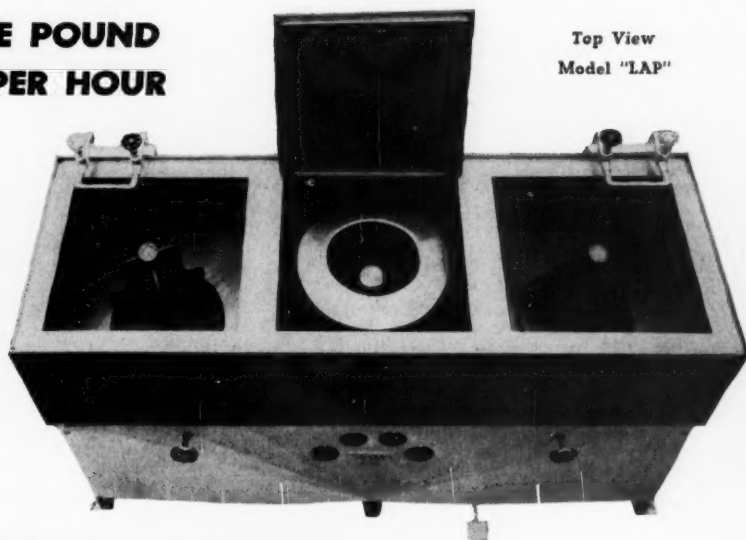
.....
President

Certificate issued to workers who bring in friends hired by Wilke Laundry Company is worth specified amounts of cash, depending upon how long new worker stays on. Employees can take money at time of issue, or save certificates to get entire \$32 Pot of Gold all at once

THIS *Speedy* WASHER WILL WASH — RINSE — EXTRACT

**10 NINE POUND
LOADS PER HOUR**

Top View
Model "LAP"



SPECIFICATIONS

Width 64½"
Depth 22"
Height 38"
Weight 546 Lbs.

THE FACTS ABOUT SPEEDY WASHER

Washing Compartments are 22" square, 15" deep. Extractor capacity 10 lbs.

The Spinner Unit is powered by a ½ H.P. Heavy Duty Motor with V-belt drive. The Two Washer Compartments use entirely separate transmissions, each powered by a ½ H.P. Heavy Duty Motor.

In the Model "LAP" Washer, the length of washing and rinsing operation is controlled by automatic time clocks on front panel of the washer, set at factory for a specific time, but each can be changed to meet individual conditions.

The Automatic Controls on the Model "LAP" Washer enable one person to operate as many as four Speedy Washers and process up to 40—nine-pound loads per hour.

When clothes are removed from Spinner Basket they are COMPLETELY extracted—no need for further extraction.

Speedy Washers use the Agitator Principle of washing. This principle creates 4 times the water action produced in tumble action washers—thereby doing a superior cleaning job in the shortest possible time. 9½ minutes is the longest washing cycle on the Model "LAP" Washer.

One Model "LAP" Speedy Washer replaces 8—nine-pound capacity automatic washers and one seventeen inch extractor.

This washer comes with Plumbing Built In, requiring only two hose connections to install.

Write for catalog and prices

SPEEDY WASHER MANUFACTURING COMPANY

5500 N. W. 2nd Avenue

Miami 38, Florida

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

(Continued from page 48)

fire at the New Troy Laundry at 842-44 W. Sixth Street.

COLUMBUS, OHIO—At the annual meeting of the General Laundry and Dry Cleaning Co., Inc., the following were elected to the board of directors: A. J. Shade, R. E. Holmes, L. N. Jentgen, Fred Comer, Gilbert Barrett, Earl Kordell, J. J. Castrop, Herbert Howard, C. H. Postle, and J. A. Rorer. Officers elected were Mr. Postle, president and chairman of the board; Mr. Shade, vice-president; and Mr. Holmes, secretary-treasurer.

GILMAN, ILL.—The Gilman Laundry has moved to the building formerly occupied by the Green Lantern Cafe. Eule Baker, owner, says that a drycleaning as well as laundry service will be offered.

CHICAGO, ILL.—Herb Mertes, owner of the Laundramat, got nationwide publicity through his practice of allowing would-be artists to exhibit their works in his self-service laundry. He lets them paint and exhibit in his store; they give him their laundry to wash.

ELDORADO SPRINGS, MO.—The Serve-Yourself Laundry, located at 106 South Kirkpatrick Street has been sold to Mr. and Mrs. Carl Smith.

JEFFERSON CITY, MO.—After 41 years of operation, the Capital City Laundry and Zoric Dry Cleaning Company has closed. Rising costs and disproportionate returns on the investment were cited as the reason.

GRANDVIEW, MO.—Dorothy's Laundry has opened for business in its new building on Main Street. The plant is owned by Elmer and Dorothy Gemeinhardt.

LAMAR, MO.—B. A. Helfrich, Jr., of Wichita has purchased the Lamar Progressive Laundry.

RICHMOND, MO.—Mr. and Mrs. Bill Mitchell have purchased the Washateria from Fletcher Riggs.

SEYMOURE, MO.—Jim Strouse of Marshfield has opened a laundry and drycleaning branch office here.

NORTH BAY, ONT.—The City Laundry is planning to add a new garment storage vault.

SAGINAW, MICH.—Carl's Thumb Laundry and Dry Cleaning Co. celebrated its 25th anniversary by rolling its prices back to the 1927 level for one

week. The plant was swamped, even though the prices were not very much lower than 1952 prices. Family laundry service was 10 cents a pound, shirts were 18 cents, collars were a nickel, unionsuits were 20 cents, drawers for 10 cents, pants for 25 cents, and many other items.

HASTINGS, MICH.—The February meeting of the S.M.A.I.L.M. was held at the Penstock Hospital. The same officers were retained for 1952: Matt Rigeo, president; Besse Hubbard, treasurer; and Bob Hartman, secretary.

DETROIT, MICH.—W. Howard Balkwill of the Fine Arts Laundry has been elected president of the Detroit Institute of Laundering. Directors named are A. Blumenfeld, V. B. Watkins, Bernard Milinsky, Nathan Weinstein, and C. B. Lewis.

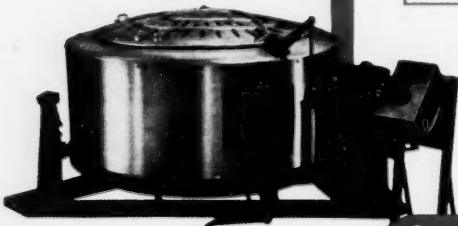
EAST ANN ARBOR, MICH.—Harry B. Hammond has opened a self-service laundry at 3033 Packard Road.

BELLEVILLE, MICH.—New equipment has been installed at the Belleville Leisure Laundry.

PAW PAW, MICH.—The Paw Paw Laundry Corp. suffered \$40,000 damage from a fire on February 5. The plant was insured.

GUARANTEED! BIGGER DAILY LOAD PRODUCTION

with these new, faster, simpler
CUMMINGS-LANDAU EXTRACTORS



50" and 60" standard extractor

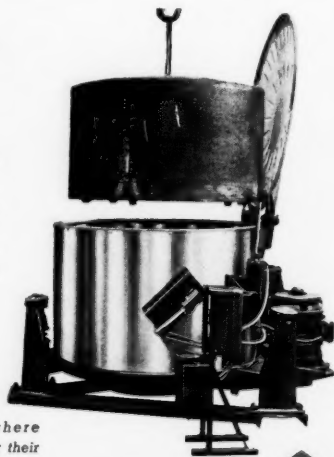
CUMMINGS-LANDAU EXTRACTORS

Order one of these efficient units for the money it will save you on power costs and operator's wages.

Order one for speed of operation. No maintenance problems. All standard parts.

Order one for its many plus features

Laundrymen everywhere swear by these units for their ruggedness, simplicity, low cost of operation and high capacity.



Unloading extractor

Stainless Steel Basket and Shell
Rugged and simple construction
Automatic Timer • Automatic brake release
Automatic cover opening and closing

CUMMINGS-LANDAU LAUNDRY MACHINERY CO., INC.

305-317 TEN EYCK STREET, BROOKLYN 6, N. Y.

Over a Quarter Century of Laundry Machinery "Know-How"

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

MAKE YOUR FINISH THE APPLE OF HER EYE!

"It's a Pippin!" will be the unanimous verdict of housewives if you give them that perfect Red Edge Knitted Padding finish. Every piece of Flatwork and body clothes will be the pride of your laundry and the apple of her eye! Red Edge Padding gives the high type finish needed in today's tough competitive laundry market.

The unique *Knitted* construction of Red Edge inhales steam and uniformly cradles work, keeping pressures ideal for perfect finishing. It's right for economy too, giving long hours of great service on flatwork ironers and presses. Use Red Edge Knitted Padding and keep on polishing that juicy profit apple!



RED EDGE
Knitted Padding
KNITTED PADDING CO., CANTON, MASS.

Backing Responsible for Most Laundry Truck Accidents

The number one cause of accidents involving laundry trucks and other commercial vehicles used in the laundry industry is backing improperly. But the most expensive cause is inattention and carelessness—or just plain daydreaming.

So state a group of safety experts of the Kemper group of insurance companies. They analyzed more than 1,000 fatal, non-fatal and property damage accidents involving laundry drivers and found that 34 percent of the mishaps occurred when the vehicles were operating in reverse.

The number two cause of accidents was speeding or driving too fast for conditions, accounting for 13 percent of the accidents, while inattention-carelessness ranked third with 12 percent.

However, W. Dean Keefer, director of safety for Lumbermens Mutual Casualty Company, a member of the Kemper insurance group, said the accidents caused by inattention-carelessness cost the most money.

These mishaps combined to cost 21 percent of the total accident expenditure. Improper backing accidents ranked second, accounting for 20 percent of the dollar outlay.

Keefer listed the causes of accidents to commercial vehicles in the laundry industry and their relative cost as follows:

Cause	% of Accidents	% of Cost
Backing improperly	34	20
Unsafe speed	13	16
Inattention-carelessness	12	21
Failure to signal	11	10
Violating right of way	6	10
Following too close	6	3
Driving wrong side of center line	5	4
Improper passing	2	3
Failure to observe traffic signal	2	5
All other causes	9	8
TOTAL	100	100

Keefer said the most surprising results of the study were the findings pertaining to improper backing.

"The most important thing to remember about backing accidents, however, is not the frequency with which

they occur nor the cost, but the fact that they can be eliminated by using a little care and common sense," Keefer said.

He gave the following suggestions to eliminate backing mishaps:

1. Plan the route to avoid backing whenever possible.
2. If you must back up, make a personal check of the rear of your vehicle to find out how much room you have and what is behind you.
3. Do not rely on the rear view mirror. It gives only a partial view of what is behind.
4. If you are stopped on a crosswalk by a traffic light, stay put. Pedestrians may be walking behind you.
5. Use a driveway or drive around the block rather than turning around in the middle of the street.
6. When parking, look for a space that will eliminate the necessity of backing up to get out.

10-Minute Shirt Service

When Owen M. Miller, Inland Soft Water Laundry, Spokane 4, Washington, reported, in a letter published on page 32, January, SLJ, that he offers a special 10-minute service on men's shirts for 39 cents, his remark seemed to merit further investigation. Mr. Miller gladly supplied further details as follows:

"Our 10-minute shirt is really an advertising deal which quickly catches the customer's eye, and since they don't believe it they talk about it to their friends.

"We only have to do about three or four a week because people don't really need the service and are just curious.

"We scrub the cuffs, collars, and sometimes the front with a brush and bar soap (not too heavy with the soap); use synthetic soap to remove the bar soap; and follow with two clear four-minute rinses. We extract for one minute and put the shirt in the regular line for pressing. The shirt may be starched before extracting if desired.

"This produces a passable job, but as you can see it isn't up to standard. No stain remover is used, and not all the dirt is removed except in cases when the customer takes the shirt off his back. Then the shirt is slightly damp, making dirt removal possible.

"We'll gladly demonstrate to you or to any laundry-owner whenever you're by this way."

LAUNDRY BUSINESS TRENDS

New York

Jan. 26—6.3% less than last year
 Feb. 2—5.6% less than last year
 Feb. 9—3.8% less than last year
 Feb. 16—3.0% less than last year

M. R. Weiser & Co., New York

New Jersey

Jan. 26—3.4% less than last year
 Feb. 2—2.5% less than last year
 Feb. 9—2.7% less than last year
 Feb. 16—2.1% less than last year

M. R. Weiser & Co., New York

New England

Jan. 26—5.3% more than last year
 Feb. 2—6.9% more than last year
 Feb. 9—4.7% more than last year
 Feb. 16—2.5% more than last year

Carruthers & Co., Boston

Southeast

Jan.—Same as last year

J. R. Wilson, Inc., Atlanta



SODIUM ORTHOSILICATE



CHEMICALS

INDISPENSABLE TO INDUSTRY
AND AGRICULTURE

Cleaning Section



N. I. C. D. in St. Louis

THE 43RD ANNUAL CONVENTION of the National Institute of Cleaning & Dyeing was held in St. Louis, Mo., February 7-9, and the meeting was one of the most successful ever held by that organization.

The opening address was "As I see it," by NICD President T. E. Milholland, whose concern was with long-range viewpoints in the drycleaning industry. He urged that the industry get a broader viewpoint and, in so doing, realize the importance of cooperation. He said that 7,000 of the country's estimated 24,000 cleaning plants were members of the NICD, and that outsiders facing today's problems would find it more and more difficult to be "lone wolves."

Roger L. Putnam, new administrator of economic stabilization, urged that America build its military strength without weakening its economic strength. "Fair and effective price stabilization cannot be achieved if we have an automatic pass-through of most increases, because then there is no incentive to business to hold costs down. On the other hand, it is equally clear that we cannot have a fair and effective price stabilization unless wages are also stabilized fairly and effectively. They are two sides of the same coin—of a sound dollar."

"How To Live With Inflation" was properly answered "You can't," according to Dr. Raymond Walsh, noted economist and political scientist. Inflation never stands still, but builds up at an ever greater rate if not checked.

The Friday-morning program started off with something new in the spotting department. Dr. J. C. Alexander, assistant research director for the NICD, reported results to date on the Institute's research into tannin stains. Many of these brown or yellow stains that develop while a garment is in the plant are *not* tannin, he stated. Sugar is the source, the "reducing sugar" found in fruit juices and soft drinks. Since the development of sugar stains is similar to the formation of caramel, Dr. Alexander and A. R. Martin, who is conducting the experiments, suggest the name "caramelized sugar stains."

George Fulton's address on the charged system was actually a progress report. On a very difficult and complex subject he was able to announce good progress, with promise of a number of informative bulletins to come in 1952.

"Your Lucky Star" described in playlet form all the many things that happen when a new fabric problem develops. Using bonded-wool shoulder pads as an example, scene after scene followed the problem from cleaning plant to customer, retailer, analysis department, director of research, research laboratory, consumer relations, trade relations, radio station, shoulder-pad-association office and the drycleaner's home.

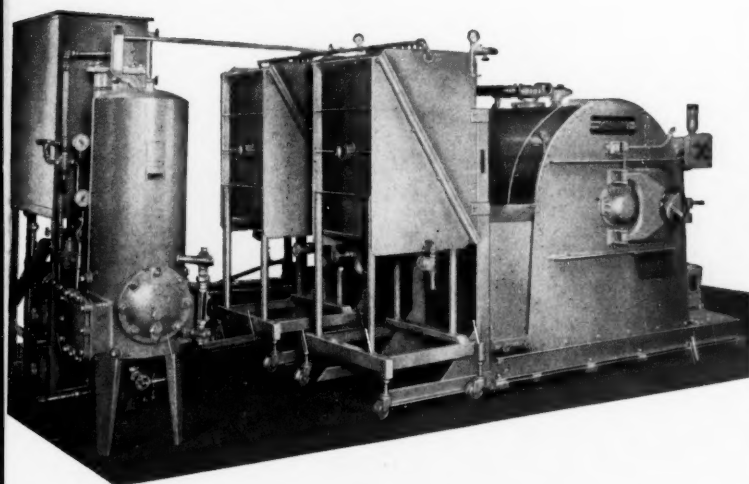
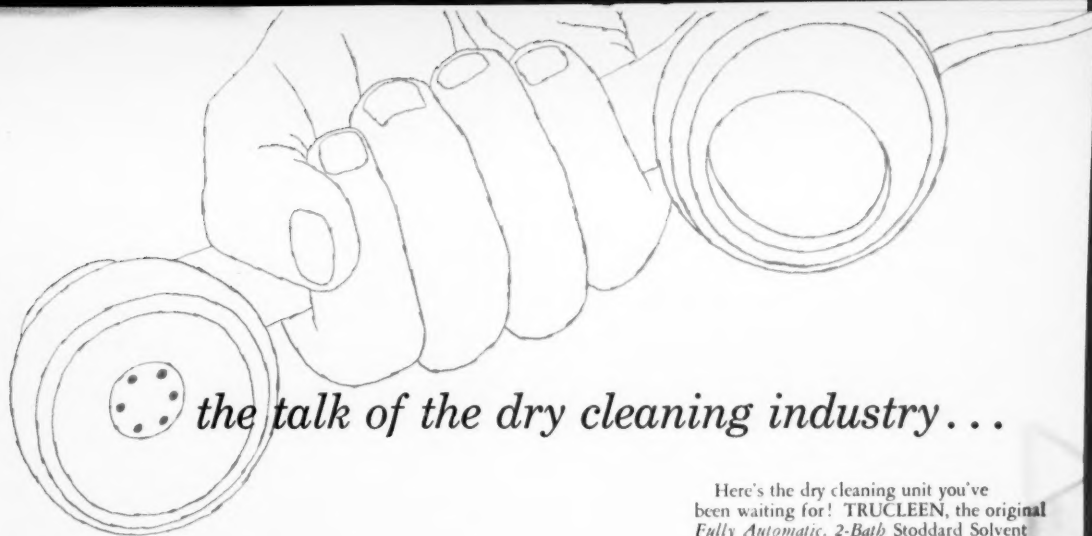
Codirected by Dot Lyle and Al Johnson, NICD's directors of consumer education and trade relations respectively, the playlet was an impressive production.

Motion pictures were also used for an effective presentation by Robert E. Cowie, head of NICD's department of management engineering. Part of his talk on training for the drycleaning industry, titled "From Greenhorn to Expert—On the Double," was a specially prepared film that used the finishing of suit coats to illustrate the characteristics of planned instruction.

Are wage incentives for big plants only? Not accord-



Left to right: Newly elected president Willard Cannon, retiring president T. E. "Gene" Milholland, new vice-president Henry B. Benoit



TRUCLEEN

the fully-automatic 2-bath unit
for use with Super-Strong Soap Solution

Here's the dry cleaning unit you've been waiting for! TRUCLEEN, the original *Fully Automatic, 2-Bath Stoddard Solvent Unit* . . . ready to give you a grade of quality cleaning and performance never before approached. *Super-Strong Soap Solution* assures brighter colors, reduces spotting and re-cleaning, and almost completely eliminates wet cleaning. TRUCLEEN'S fully-automatic, 2-Bath operation cuts down labor costs in your cleaning room, and steps up production in every department of your plant.

*Super-Strong Soap Solution** gets right after dirt for deep-down, thorough cleaning . . . *you do your pre spotting in the Wash Bath.*

Separate Wash and Rinse Baths, each continuously filtered at the rate of 100 gals. per minute, assure very best cleaning.

Rinse Bath Continuously Filtered and Distilled for brighter, super-quality cleaning of all types of work.

Washes, Extracts, Rinses and Extracts in one straight-through, fully automatic cycle.

Simple, Electro-Pneumatic Control automatically performs all operations, without operator attention.

Amazingly High Production . . . Cleans 150 lbs. of 3 different classifications of work per hour at the same time without redeposition of soil.

*Up to 6% soap solution can be used in the Wash Bath.

WRITE TODAY . . . for illustrated literature on TRUCLEEN, the fully-automatic, 2-Bath Unit that's the talk of the dry cleaning industry.

cAe
co.

DIVISION OF THE AMERICAN
LAUNDRY MACHINERY CO.

**AMERICAN CLEANERS
EQUIPMENT CO.**
CINCINNATI 12, OHIO

ing to Richard A. Curtis of Curtis Laundry & Cleaners in Grand Rapids, Michigan. This young plantowner believes that lowering costs through incentives, not price increases, is the answer to the drycleaner's search for higher profits.

The newest distribution method, drycleaning lockers, was discussed by Jerry M. Goldberg of D. O. Summers Co., Cleveland, Ohio. After a short explanation of how the "Valetaria" works, he brought his audience up to date on information that has become available since trade-journal coverage.

Elwood Hopping of The Pantorium, Dayton, Ohio, maintained that route sales depend upon the frequency of personal contact. In explaining the stop file system used to maintain regular weekly customer contact, he stated that 70 percent of his company's volume was picked up on the routes.

Television advertising was discussed by K. Bertucci of Zenith, Inc., Dallas, Texas. Mr. Bertucci related his plant's experience in graduating from 15-minute TV programs to a more frequent series of 20-second spot announcements. The speaker emphasized that television, despite its newness and appeal, will not perform miracles; it must be given a chance to prove its effectiveness. He stated that the cost is not out of line if production is kept simple and a consistent schedule is maintained.

The last member of the "Sales Idea" panel was George Derbes, Derbes Cleaners and Hatters, Pottsville, Pa., who gave an account of his plant's use of route trucks equipped with two-way radios to promote drycleaning sales.

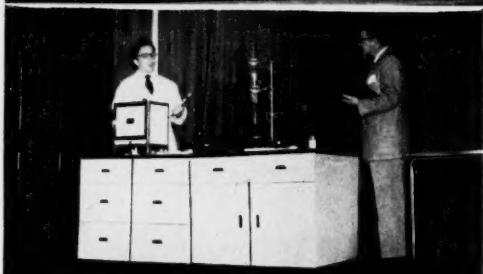
Dynamic Richard Harkness, Chief of NBC's Washington Bureau, gave the audience a whirlwind tour of international trouble spots in his talk, "Harkness Eyes the World From Washington."

The accent was kept on news from Washington by the introduction of a Wage and Price Control panel made up of Mrs. Mary L. Schleifer, Wage Stabilization Board counsel, and Max L. Feinberg of the Office of Price Stabilization.

Newly elected president of the NICD is Willard M. Cannan, Toledo, Ohio. Vice-president is Henry B. Benoit, Charlotte, N. C., and re-elected treasurer is Walter R. Duncan, Philadelphia, Pa.

New directors include John E. Yorgey, Reading, Pa.; Frank A. Prather, Fort Myers, Fla.; Wally Doe, Billings, Mont.; and Walter DuNah, Pasadena, Cal.

Holdover directors are R. K. Roody, Concord, N. H.; Sam C. Markel, Buffalo, N. Y.; H. Ross Osborne, Dayton, Ohio; Fred C. Schumann, Chicago, Ill.; Robert C.



Skit on customer and trade relations, from top; Cleaner vs. customer; Martin and Fulton (impersonated by actors) in technical consultation; complete package of research, advertising, news, education, and service

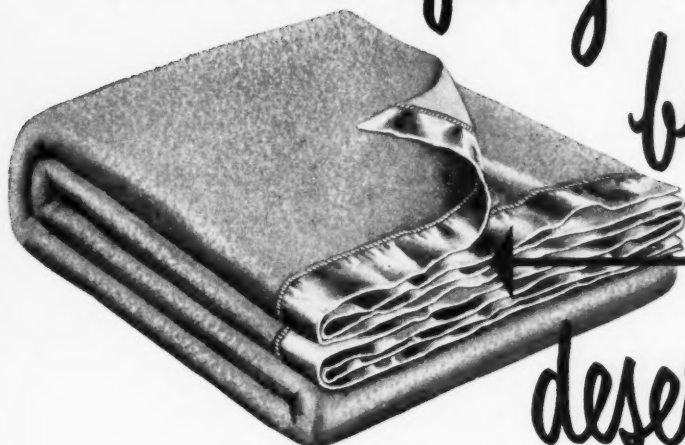
Corwin, Des Moines, Iowa; Stuart A. Smith, Warrenton, Va.; Philip Kolb, Jackson, Miss.; and Frank Patton, San Antonio, Texas.

The executive committee consists of Messrs. Cannan, Milholland, and Benoit. ●



Directors presented, left to right, seated: Ray Staub, Wally Packham, Willard Cannan, Ross Osborne, Ed Schumann, Stuart Smith. Standing: Gene Milholland, Ray Vermeers, R. K. Roody, Philip Kolb, Bob Corwin, Charley Rupp, Frank Patton, Henry Benoit

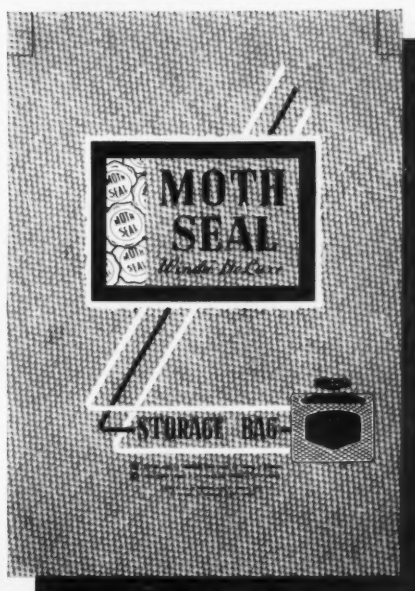
A beautifully cleaned
blanket



deserves a

Moth Seal
Blanket Bag!

This is the correct way to store cleaned
blankets. Two styles . . . Standard Cedar
Grain without Windo . . . and Deluxe
Windo style!



Write today for FREE samples!

*Serving the
laundries and
dry cleaners
of America*

Lincoln Bag Company, Inc.
Para-Lux Products Company

4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



(His business paper . . . of course)

Any man with business on his mind puts his mind on his business paper. The **Best Informed Men in your Field** somehow *find* time . . . even when time's their scarcest commodity . . . to read, not a page or two, but thoroughly . . . not now and then, but regularly. Such reading pays off in new ideas, fresh approaches to tough problems, a constant touch with the market. To you, it can mean saving hours, cutting costs, finding better ways to do a job, keeping pace with new products, new materials, new tools. This business paper of yours is all business—your business. It follows the findings of the top men in your field . . . reports their most successful ideas . . . drops the solution to many a problem right into your lap. Be sure

to read every issue . . . cover to cover . . . editorials and advertising. Both are jamful of news and "how-to" that will keep you one of the **Best Informed Men in your Field**, too.

The business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. This means it is a *paid-circulation* paper which must *earn* its readership by the quality of its editing. It is one of a leadership group of business papers that work together . . . in editorial conferences and many a study and service project . . . to add new values, new usefulness, new ways to make the time you give to your business paper still more *profitable* time.

STARCHROOM LAUNDRY JOURNAL

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL





Your Easter Parade of Customers

WILL BE SPOTLESS AND SATISFIED *if*
YOU PREPARE YOUR SPOTTING DEPARTMENT WITH

THE SPOTTING MANUAL OF THE DRYCLEANING INDUSTRY

Revised Edition

by ALLEN O. FLIGOR and PAUL C. TRIMBLE

With clothing prices skyhigh, many of your customers will be wearing last year's spring outfits this Easter Sunday. But their suits and coats can look as fresh as new—with your good cleaning and finishing—and with all the spots removed!

The Spotting Manual tells you how . . . how to remove all types of removable spots and stains, on all kinds of fabrics, with the equipment you have . . . and without damaging the fabric or color.

Get Ready NOW for your own Easter Parade of Contented Customers!

**PRICE
\$5.00**



STARCHROOM LAUNDRY JOURNAL
304 EAST 45th STREET
NEW YORK 17, N. Y.

☐ CHECK ☐ MONEY ORDER

Gentlemen:

Please send me my copy (postage paid) of The Spotting Manual of the Drycleaning Industry, Revised Edition.

Name

Firm

Address

City State



Rug Cleaners Meet in Boston

ABOUT 400 RUG CLEANERS attended the 7th annual convention of the National Institute of Rug Cleaning held in Boston, Mass., January 19-21. Boston was an appropriate site for the meeting as that city's rug cleaning volume is triple the national average.

The opening speaker was Harry Gross, Lincoln Rug Company, Newark, N. J., who discussed carpet trade-in possibilities in connection with the sale of new carpeting. He outlined a tentative program for coordinating the sale of new carpeting, carpet trade-ins and rug cleaning through the National Institute.

Then Professor E. H. Schell, Massachusetts Institute of Technology, spoke on "Industrial Relations in a Changing World."

Kenneth Weiser of M. R. Weiser & Son, New York accounting specialists, listed the advantages of the new uniform accounting classification system for rug cleaners. The session was closed by Langley Keyes, advertising agency for Adams & Swett, Boston rug cleaners, who reviewed video technique for rug cleaning promotion.

The following session was led off by Gene Flack, sales manager of the Sunshine Biscuit Co., who threw cigars, jokes, and sales sense around the hall with equal vigor. Then E. A. Leonard of Alexander Smith Carpet Mills followed with a talk on "New Carpet Construction and Trends." He forecast (1) that more and improved synthetic fibers will be used in carpet construction; (2) the buying trend toward lighter colors will continue; and (3) that most sales will be in one- and two-color patterns, simple in design.

Following a talk on government controls by Jasper Costa, counsel to the service trades industries, it was announced that the winner of NIRC's sales promotion contest was the John A. Leavitt Co. of Hartford, Conn.

The next morning, Col. James W. Rice, NIRC research associate, led off with a talk on "Rug Spotting Techniques."

Closing the convention was a round-table discussion by a panel of experts on rug cleaning and business administration problems. The panel consisted of Norbert J. Berg, managing executive, National Institute of Cleaning and Dyeing; Kenneth Weiser; E. J. Leonard; Col. J. W. Rice; Harry Gross; J. A. Leavitt; J. G. Berger, engineering consultant, and Edward Millbank, insurance consultant.

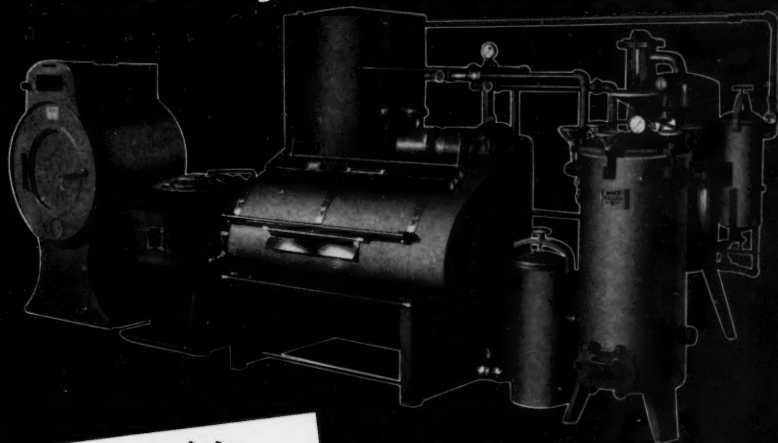
New officers elected at the business session are: John A. Leavitt, Hartford, Connecticut, re-elected chairman of the board; R. L. "Bill" Ayers, Covington, Virginia, president; Harold H. Eigensee, Columbus, Ohio, vice-president, and Paul B. Williams, New York, N. Y., re-elected treasurer. Richard M. Powell remains as executive secretary.

All district workers were re-elected. They include: John J. Hanrihan, Boston; Charles H. Brown, Jr., New York; M. E. Rudolph, Philadelphia; W. S. Ingersoll, Pittsburgh; Francis H. Reilly, Baltimore; John A. Baker, Miami; August Draffkorn, Chicago; Henry C. Hartenbach, Jr., St. Louis; S. C. Sorensen, Minneapolis; Paul J. Ericsen, Kansas City; William F. Kieschnick, Dallas, and Joseph J. Wolfe, Seattle.—*John J. Martin*



New NIRC officers, left to right: Paul B. Williams, John A. Leavitt, Richard M. Powell, Harold H. Eigensee, Bill Ayers

If it's Quality...then it's Western



Complete PACKAGE UNIT DRY CLEANING PLANT

Here is how to have a complete dry cleaning plant in operation only hours after it arrives... Western's complete engineered package unit plant assures maximum working efficiency and minimum floor space... all units are equally matched in production capacity... available in 3 sizes... shipped ready for easy assembly with all pipe pre-fabricated and clearly tagged.



WESTERN'S *Metal Clad* LAUNDRY WASHERS

Today's best wood laundry washer buy. Western Metal Clad delivers at approximately half the price of an equal size all metal washer—provides modern features, proved design. Available in standard sizes to fit your requirements.

Manufactured By

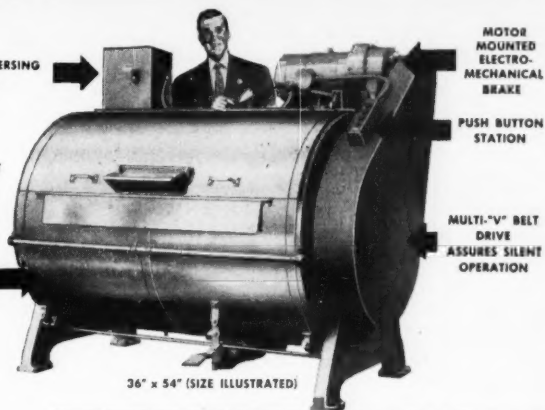


420 East 10th St., Dept. SL, North Kansas City, Mo.

AUTOMATIC REVERSING
CONTROLS

ONLY 5' 6"
OVERALL HEIGHT

SHELL FRONT
AND APRON
CLAD IN
STAINLESS STEEL



MOTOR
MOUNTED
ELECTRO-
MECHANICAL
BRAKE

PUSH BUTTON
STATION

MULTI-"V" BELT
DRIVE
ASSURES SILENT
OPERATION

36" x 54" (SIZE ILLUSTRATED)

Gentlemen:

Please forward complete information on equipment as checked.

☐ Western Dry Cleaning Plant—Size _____

☐ Western Metal Clad Washer—Size _____

Firm _____

Name _____

Address _____

City _____

State _____

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

Engineering Section

Steam Engines— How To Keep Them Running, Part II

By JOSEPH C. McCABE

Engineering Editor

THE SUREST WAY of seeing how a steam engine is working is to put an indicator on it. This device tells the arrangement of valves for steam admission, cut-off, release and compression. Furthermore, it can point up whether the valve motion is fast enough and timed right for best performance.

A study of the lines drawn by the indicator reveals how much power is developed in a cylinder, how much is lost, and even the causes for that loss such as wire drawing, too high a back pressure, too early a release, bad valve adjustment, leakage, or what have you.

There are two principal designs of the mechanically magnifying indicators used for steam engine work: the outside spring, Fig. 1, and the inside spring, Fig. 2. These names come from the position of the spring with respect to the cylinder. The other major element appearing in the right of each picture is called the drum.

Both inside and outside spring types have their advantages. Inside systems serve well on pumps and on lower temperature steam engines. The outside unit enjoys a freedom from temperature restrictions and is preferred for high pressure steam engines.

How the indicator works

Within the cylinder is a nicely fitted piston that can move up and down without sensible friction. The bottom of the cylinder is open and it is at this point that the indicator connects to the steam engine cylinder. This open connection passes to the indicator piston all the changes in pressure taking place within the steam engine cylinder as the engine goes through its motions.

The little piston moving up and down within the indicator cylinder has to move against a spring. This spring must be so sized that its compression gives (1) a constant travel for the marking pencil on the drum, and (2) a true reflection in pounds per square inch of the

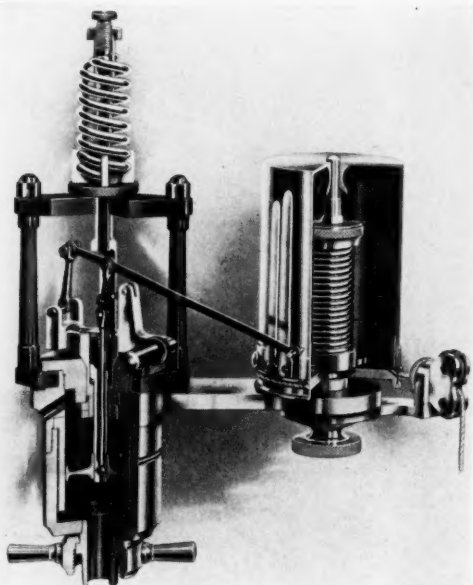


Fig. 1. Outside spring indicator

Photos Courtesy Crosby Steam Gage & Valve Co.

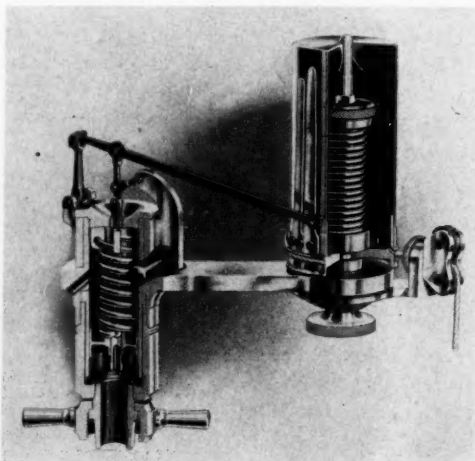
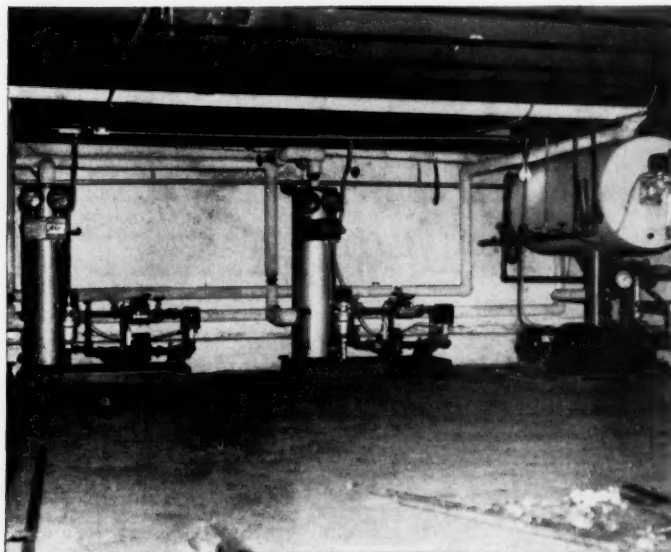


Fig. 2. Inside spring indicator



SCHAUB BOILER RETURN SYSTEMS

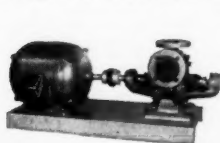
Schaub Spray-Type Deaerating System for 75 H. P. load at Oriental Cleaners, Joliet, Illinois. Two Quik-Temp Heating Systems that handle all process equipment are also shown. No steam traps are used in this plant.

Judge on Facts...Prove to Yourself — SCHAUB'S YOUR BUY!

Look at Schaub's three outstanding *exclusive features*. Check them point for point with your own experience. Then you'll realize how much more these *plus values* really mean...and why a Schaub System can actually give you more—in

low-cost maintenance, improved operating economy... and enduring dependability for many years to come. In short, you can't afford to buy a boiler return system until you know the Schaub story...then, you won't be satisfied with less.

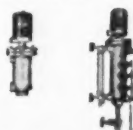
Only SCHAUB Has This Exclusive Combination of Features...



No more periodic pump maintenance! Schaub Master-Bilt Pumps have new Fleximatic Mechanical seals and permanently lubricated ball bearings. No more water puddles. No more scored shafts. No pump packing or greasing to do—ever!



10-year receiver corrosion guarantee. Schaub engineers worked with leading chemical researchers to develop the Chromosoid lining. You're safe from costly premature replacements. No more rust-clogged systems.



Schaub Systems use only proven super-SAFE Magnetrol pump control and low-water cut off. No bellows to stiffen, no packing to bind, no tricky electrode circuits to fail. Magnetrol's tireless, friction-free magnetic force provides ultra-dependable switching action at all times. **BOILER SAFETY KNOWS NO PRICE.**

Schaub also builds Patented Heat-Reclaim and Spray-Type Deaerating Systems for exacting requirements from 10 to 1000 Boiler Horse Power. Write for new Schaub Catalog No. 55 which gives more information on all types of Schaub Systems.

FRED H. SCHAUB ENGINEERING COMPANY

2107 S. Marshall Boulevard

Chicago 23, Illinois

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

One Bready Heat Reclaimer Owner has Written...

... since we
installed our
Bready Heat
Reclaimer our
plant operating
time has been
cut from 1 1/4 to
8 hours per day!

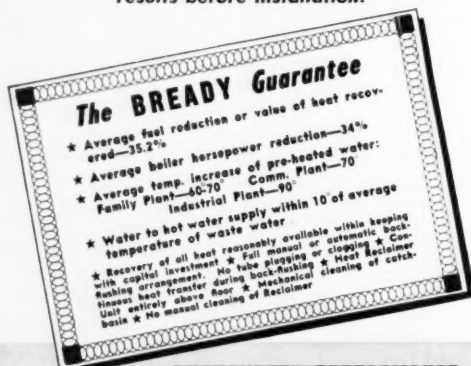
name on
request

**Not the
BREADY HEAT
RECLAIMER alone,
BUT, Bready's completely engineered
installation, pays off with such results!**

As laundry technicians and engineers, Bready staffmen survey your entire plant before installing a Bready Heat Reclaimer. The wastes eliminated and efficiency attained, as the result of such a survey, incident with the installation of a Bready Heat Reclaimer plus other necessary equipment, produce the kind of results stated above!

**And, the
BREADY GUARANTEE
Eliminates the Gamble.**

**You take no chances—Bready guarantees
results before installation!**



**GUARANTEED PERFORMANCE
IN WRITING... EVEN BEFORE
INSTALLATION!**



BREADY ENGINEERING CORPORATION
3103 N. 27th St., Milwaukee 11, Wisconsin

pressure on the steam engine piston at every point of the engine stroke.

The vertical movement of the indicator piston is transferred to the drum by connecting a suitable lever to the piston rod and then putting a pencil point into the free end of this lever. A piece of paper is put in place on the drum.

Now the only missing information is just where in the engine's stroke do the different steam pressures occur? The way to get this information is to give the drum a travel in a horizontal direction that matches the engine stroke. Then as the pressure-indicating pencil rides up and down with pressure changes in the cylinder the drum will be moving back and forth in the same way as the engine stroke.

If you look at the drums on the right-hand side of Figs. 1 and 2 you'll see a cord wrapped around each drum. This cord runs through a pulley arrangement down to the engine crosshead. As the engine goes through its reciprocating motion this cord pulls the drum around. But this forward motion of the drum has to overcome the resistance of the drum spring you see coiled within each drum. This spring resistance puts a nearly constant stress on the cord so the horizontal movement is as true as possible with no lost motion. This drum spring returns the drum smoothly to its starting position as the steam engine piston goes through its return stroke.

Now let's look at some indicator diagrams Figs. 3, 4, 5, and see what they tell us. The shape of the diagram depends altogether upon the way the steam is admitted to and released from the cylinder of the engine. Remember that the diagram shows what's happening on only one side of a piston. To get the corresponding pressures on the other side you need to take a separate diagram from the opposite side of the cylinder.

In Fig. 3 the diagram CDEFGH gives the complete story of the steam conditions in the cylinder. The line AB is a reference line showing the atmospheric pressure and is drawn when all steam connections are closed and both sides of the piston are open to the atmosphere.

Line CD shows the rise of pressure when the steam valve is opened to the cylinder and is called the admission line. If the steam is admitted quickly when the engine is about on dead-center this line is practically vertical.

As the steam continues to enter the cylinder the pressure falls slightly as the engine stroke approaches cut-off to produce line DE, called the steam line. When the engine stroke reaches E, the point of cut-off, the steam valve is shut off and no more steam enters the

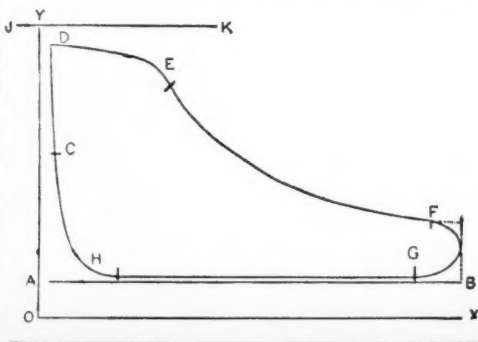
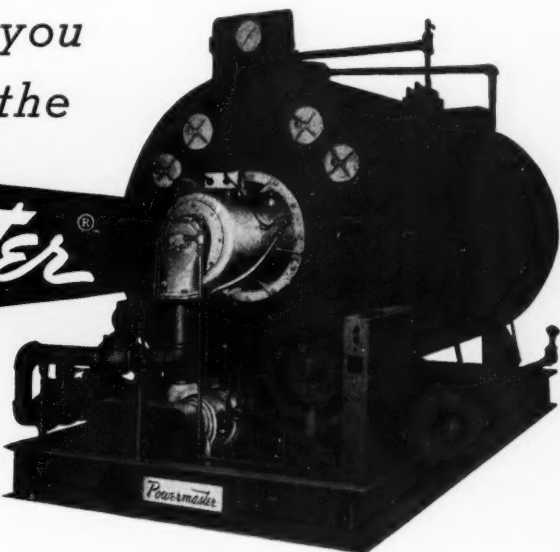


Fig. 3. Diagram CDEFGH indicates valve position

to get all 3 benefits
be sure you
find out about the

Powermaster®

Model 3 Powermaster—15 to 500 H.P.—high or low pressure units for steam or hot water



- 1 *Low cost operation* for steam or hot water—because the special *Powermaster* burner design (patent applied for) gives you top efficiency when operating anywhere between 30% and 100% of boiler capacity.
- 2 *Less clean-up* time and money are real benefits when you use a *Powermaster*. In plant after plant, job records prove that the design of this packaged steam generator means less smoke, less soot to be cleaned from tubes.
- 3 *Get low fuel rates* by changing from either gas or oil in just a few minutes. You can use the cheaper fuel at any time. And no worries about fuel shortages, either.

To find out what is new and better about the *Powermaster*, all you do is ask for a copy of Bulletin 1218. It gives you complete details about this unit's improved safety and automatic control features. Ask us to put a copy of Bulletin 1218 in the mail for you.

We'll mail you a copy of this book that gives the reasons why you cut operating costs with the *Powermaster*. Just ask for a copy of Bulletin No. 1218.



ORR & SEMBOWER, INC., Established 1885
890 Morgantown Road, Reading, Pennsylvania

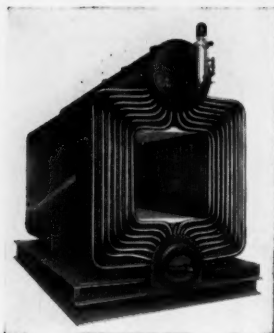
only the
dependable

Powermaster®
gives you
all 3

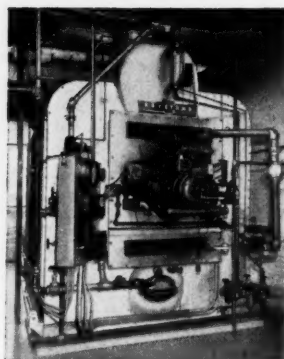
—for steam
or hot water
at low cost

IMMEDIATE STEAM . . .

A New Idea in Steam Generation



It's a factory assembled 2-drum water tube boiler with water cooled furnace. Gases travel 3 lengths of the furnace—scrubbing 5 bare metal water backed heat absorbing zones. It's complete—needs only service connections—burns oil or gas or both—no stack—no foundation.



IN A NEW YORK DAIRY

The KEYSTONE is automatic—needs only part time operator

A California user says:

"Within 30 minutes after starting our 200 hp. Keystone Steam Generator we are ready for operations."

"The capacity of our 250 hp. Keystone is double that of our former equipment and requires less floor space—only part time supervision is required and we like the cleanliness of operation."

A Pennsylvania Dairy reports:

"We are getting excellent service from our gas fired 200 hp. Keystone Steam Generator—we know that it is costing us less than when we used coal."

WRITE FOR BULLETIN SB-381

ERIE CITY IRON WORKS Erie, Pa.

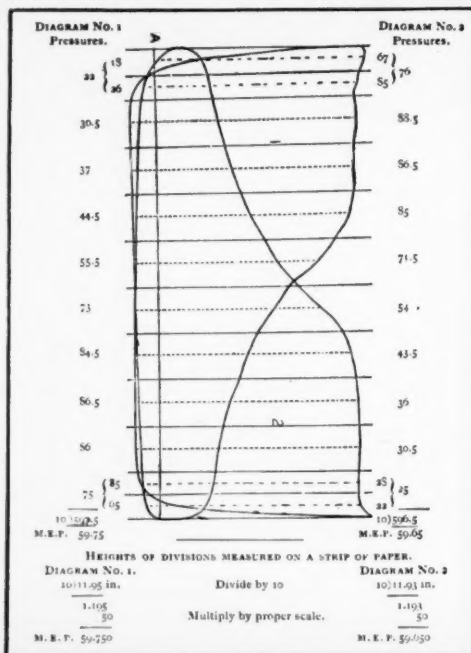


Fig. 4. One method of calculating mean effective pressure

cylinder. Sometimes point E is not easy to pick out. It is usually placed where the diagram outline changes its shape from curving outward to inward.

Then the steam within the cylinder expands to do its work in the piston. As it expands the indicator traces the expansion curve EF.

Finally at point F the engine stroke reaches the point where the exhaust valve opens. The loss of pressure that takes place when the exhaust valve opens at or near the end of the stroke draws the line FG.

As the piston goes through its return stroke the back pressure line GH shows on the diagram. With non-condensing engines this line is usually above the atmospheric reference line, AB, or just at it.

Point H is meant to indicate the position where the exhaust valve closes. But because this valve closes somewhat gradually the exact position cannot be located very definitely.

From point H to C the compression curve shows the rise in pressure due to the compression of the steam remaining in the cylinder after the exhaust valve has closed.

How to interpret the diagram

Now how do we put this diagram to use? It can furnish us with one of three major measures of how much power an engine is developing, namely, the mean effective pressure. Together with piston area and mean piston speed you have all you need to figure exactly the power developed by each cylinder. Here is what you do.

Mean effective pressure can be picked off Fig. 4 by one of several ways. One approximate method is to divide the diagram in ten equal parts with lines drawn perpendicular to the atmospheric pressure reference line

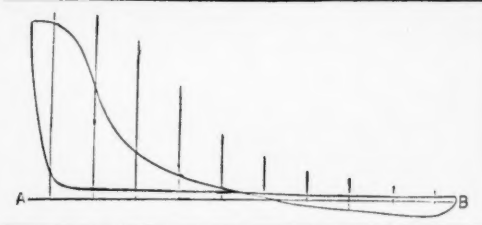


Fig. 5. Loop area at bottom of diagram indicates efficiency loss

AB. Then at the mid point between these dividing lines run up perpendicular dotted lines. They represent the mean effective pressure in their individual areas. You measure each of these dotted lines with a scale that corresponds to the spring in the indicator cylinder. (The indicator manufacturer can give you this.) Add up all these mean pressures, divide by ten and you have the mean effective pressure, mep., of the cylinder.

If the diagram is very irregular divide it up in 20 parts and then proceed as above. Where pressures vary so they form a loop as in Fig. 5, you have to deduct the area in the loop because it represents a loss in efficiency.

The most accurate way of picking off the mep. would be to use a polar planimeter. This is a special instrument and unless it is used rather frequently its cost might be considered too high.

You get the piston area at the back end by measuring the diameter of the piston and either going to tables or using the factor of 0.7854 to multiply the square of the diameter in inches. In the same way you can measure the area at the crank end, but you must remember to subtract the area of the piston rod cross section.

The mean piston speed is found by multiplying twice the stroke length in feet by the number of revolutions of the crank shaft per minute to give piston speed in feet per minute. To be as nearly accurate as possible count the revolutions for five minutes and divide by five to get a good mean figure.

Now let's figure indicated horsepower. All you do is multiply the three factors above—a, net area of piston in square inches; s, mean speed of piston in feet per minute; p, mean effective pressure in pounds on each square inch of the piston. Divide this figure ($a \times s \times p$) by 33,000 to get indicated horsepower.

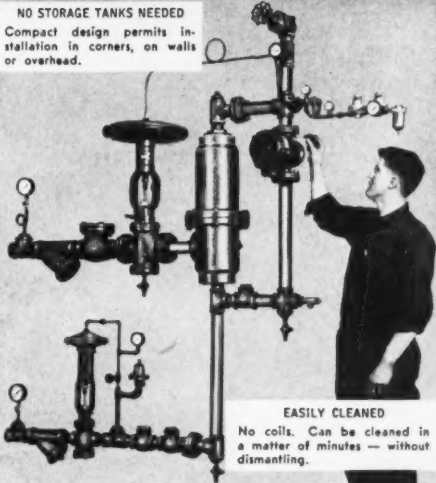
Where a number of tests are run it is convenient to establish the "constant of the engine." To get it you multiply the area of the piston by twice the length of the stroke and divide the result by 33,000 which gives the power developed at one rpm. with one pound mep. Multiply this constant by the number of rpm. and then by the mep. and the product is indicated horsepower.

Suppose you want to increase the horsepower output of your engine? You can do this by increasing engine speed or raising the mep. The mep. can be increased by (1) supplying steam at higher initial pressure, (2) obtaining a later and sharper cut off, (3) obtaining release later in the stroke, (4) increasing percentage of clearance (provided steam does not follow full stroke), (5) reducing losses from cylinder condensation with steam-jacketing or non-conducting lagging, (6) heating the cylinder without raising exhaust temperature.

You can see results of any of the above changes right off the bat on the indicator diagram. The indicator diagram helps in maintenance checks as well as in performance. ●

HAVE YOU FIGURED YOUR HOT WATER COSTS?

NO STORAGE TANKS NEEDED
Compact design permits installation in corners, on walls or overhead.



EASILY CLEANED
No coils. Can be cleaned in a matter of minutes — without dismantling.

Pick INSTANTANEOUS WATER HEATERS produce

AMAZING SAVINGS IN MANY WAYS

PICK Water Heaters eliminate waste by providing clean, hot water INSTANTLY — in the quantity needed. They're entirely automatic to provide and accurately maintain temperatures up to 180° F. They operate by steam injection — exclusive Pressurizer Piston eliminates pipe hammering and shaking. Maintenance costs are remarkably low!

HERE'S PROOF
From Grand Rapids, Michigan



THERE'S A SIZE FOR YOUR NEEDS

OVER 50,000,000 GALLONS NO MAINTENANCE COST!

Our engineers can help you select the proper size for your plant. Installation is simple, requiring only ordinary pipe connections.

David C. Singer of Grand Rapids Coat & Apron Service, Inc. writes: "Our PICK Heater was installed March 10, 1947, and has heated over 50,000,000 gallons of water with no maintenance costs whatever."

Write Dept. SJ 5 for Details and Specifications

MANUFACTURED BY
PICK MANUFACTURING CO.
WEST BEND, WISCONSIN, U.S.A.



CONVERTS HOT WASTE WATER TO COLD CASH

If your laundry has been dumping hot waste water directly into the sewer, a large part of your potential profit is disappearing with it!

Economy-minded laundries have plugged this leak with **p-k** waste water Heat Reclaimers. Reward: A 30% average fuel savings, one-third reduction in boiler load, or sufficient capacity to operate extra wheels or other steam equipment. Easily installed in any out-of-the-way space.

Let **p-k** reclaim valuable heat from your waste hot water. It's one investment that will pay for itself within one to two years.

Write for the **p-k** Reclaimer Bulletin . . . as well as the companion Hot Water Heater Bulletin.

the



Patterson-Kelley Co.,

45 Warren Street, East Stroudsburg, Penna. **INC.**



JUST
SET IT ON
YOUR BOILER
ROOM FLOOR!

**AMESTEAM
GENERATOR**

NEEDS NO { FOUNDATIONS
BRICKWORK
LARGE STACK

You Supply Fuel
Tank, Gas Vent and
Service Connections
... we supply
the rest.

10 to 500 h. p.
15¢ to 200¢ w. p.
OIL or GAS

AMES IRON WORKS
BOX O-3
OSWEGO, N. Y.

May 21, p.m.

Annual business meeting.

Laundering chemistry.

Problems of linen supply operation without laundry plant.

Meetings of the Association's board of directors will be held prior to and after the convention. The past presidents will have their annual dinner on the evening of May 19. Secretaries of local and regional associations will have a luncheon meeting on May 21.

D.S.I.A. Convention Plans

The seventh annual convention of the Diaper Service Institute of America, to be held at the Conrad Hilton Hotel in Chicago, March 23-26, will be patterned along the panel and discussion lines that have become so popular among Institute members at various DSIA regional meetings. No less than 42 operating members of the group will appear on the four-day program.

There will be no guest speakers from outside the industry. The speakers who have been scheduled to appear are all familiar with the textile maintenance industries and the diaper service industry in particular.

Feature speakers are sales expert Julius Dubin, of the Dubin Advertising Agency in Pittsburgh, Pa., and James J. Lane of Stevenson, Jordan, and Harrison, Inc., management engineers and consultants. Mr. Dubin has served as advertising counsel to Infant Di Dee Service in Pittsburgh since its inception, and has a complete knowledge of diaper service sales and promotion problems.

Mr. Lane, who will address delegates on "The Duties and Responsibilities of Management," has been director of his firm's laundry field service activities for the past six years.

Other speakers scheduled to appear are Harold K. Howe, DSIA Washington representative; Joseph C. Sherrill, research fellow of the DSIA Fellowship; Robert Mandel, Cupid Diaper Service, Richmond Hills, N. Y.; and Eli Birer, Long Island Diaper Service, Hempstead, N. Y.

Convention co-chairmen are Edward Auslander, Infant Service, Chicago, and Edward Weinberg, Baby's Perfect Service, Chicago. Also serving on the convention committee are Arthur Aurbach, Crib Diaper Service, Chicago; Warren Lau, Dy Dee Wash, Inc., Chicago; Herbert S. Diamond, Humpty Dumpty Diaper Service, Philadelphia; and Robert Mandel. The committee expects attendance at the meeting to be the highest in DSIA history.

Linen Supply Convention Program Announced

A record attendance of 800 or more delegates is expected at the 40th annual convention and exhibit of the Linen Supply Association of America, to be held at the Statler Hotel in New York City on May 19-21.

The business program is as follows:

May 19, a.m.

Annual reports.

Film, "Cleanliness at Your Service."

Washington developments, Stanley I. Posner, general counsel.

Talk by a representative of the National Production Authority.

May 19, p.m.

Film, "Sentinels of Health."

Sales compensation panel.

Production panel.

May 20, a.m.

Linen conservation panel.

First showing of Association's sound-slide film on service to customers.

Talk by Victor Kramer, linen supply consultant, New York City.

May 20, p.m.

Exhibitors afternoon.

May 21, a.m.

Accounting and tax problems.

Washington problems.

Sales promotion and ideas panel.

Laundering methods.

Laundry Trucks Stolen in Chicago

A recent bulletin from the Chicago Laundry Owners Association states that seven laundry trucks were reported to association headquarters as stolen in the three months ended February 1st. All of the trucks were subsequently recovered but the clean laundry bundles were missing.

In alerting members to the dangers of a truck stealing epidemic, the bulletin points out that in similar cases in the past it was proven that routemen failed to lock their cars, leaving the engines running and making it an easy matter for thieves to steal a truck, drive it to another location and unload the contents.

Calling for close cooperation between member laundries and their routemen, the bulletin urges that all those who operate company-owned vehicles be instructed to turn off the ignition switch and remove the key when leaving the vehicle. Further, cab doors and the rear door of the truck should be securely locked while the routeman is engaged in making a pick-up or delivery. Only in this way can an increase in insurance rates be avoided and an epidemic forestalled.

M. L. A. Recommends Pricing Methods

At the request of the Director of the State Division of Standards, the board of directors of the Massachusetts' Laundryowners' Association has recommended that its members follow one of two methods of pricing laundry services which are sold by the pound. The recommendation was requested because of complaints about alleged improper weighing practices which had come to the Director's attention. The complainants contended that some laundries had been following practices under which they took all the "breaks" and gave none to the customer.

The Massachusetts association has recommended that its members adopt one of two methods. Under the first the bundle would be priced on the weight of the nearest pound. A bundle weighing 10 pounds, six ounces, would be priced on the basis of 10 pounds. The "break" would come at the half pound. The second method would follow the practice of "breaking" at the quarter pound and pricing to the nearest half pound.

In either of these two methods the "breaks" would average equally for both the laundry and the customer.

Successful Quiz Show

Normington's Laundry in Beloit, Wisconsin, believes it has a unique method of combining its advertising and its salesman's efforts to work as one. Normington's, one of the oldest laundries in the state of Wisconsin, has a radio program entitled "Enjoy Yourself." It's a quiz show, aired from 9 a.m. to 9:15 a.m. over Beloit's only full time radio station, WGEZ.

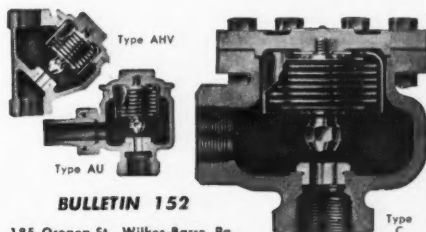
The title "Enjoy Yourself" is followed throughout the program in that Normington's suggests the ladies listening let Normington's do their laundry so that they can enjoy themselves.

The program features musical selections that are easily identified by the listener. Telephone calls are made and the winner receives a group of prizes from well-known, national companies. Prizes are home permanents, shampoos, upholstery cleaner, men's toiletries, and other gifts.

These items are delivered by the routemen to the winners. There are usually three calls a day on the program, which in turn give the routemen at least 15 contacts per week.

NICHOLSON STEAM TRAPS DOUBLE CAPACITY OF THESE DRYERS

That the higher, steadier heat effected by Nicholson thermostatic traps makes them ideal for drying operations was again demonstrated by a large textile mill. Replacing mechanical traps on 20 drying cans, Nicholson doubled their capacity, although operating on 16 lbs. pressure against 20 previously. 5 types for every use; size 1/4" to 2"; press. to 225 lbs. See why Nicholson's remarkably faster heat transfer is enabling many plants to save substantially in heat-up time of ironers, presses, dryers and water heaters.



BULLETIN 152

185 Oregon St., Wilkes-Barre, Pa.

W. H. NICHOLSON & CO.
TRAPS · VALVES · FLOATS

NEW ZEOLITE

... can increase your
soft water output
3 to 10 times

Let us recommend type that will give you
best results. See the large Elgin advertisement
in the last issue of this publication.



ELGIN SOFTENER CORPORATION
150 NORTH GROVE AVE., ELGIN, ILL.

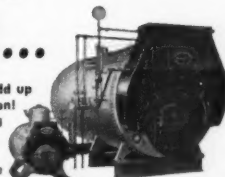
**A DOZEN
STEAM BOILER POINTERS
FROM**

LEFFEL...

Check off the boiler advantages that add up
to economy in your laundry plant operation!

- ✓ Dependable
- ✓ Self-contained
- ✓ Compact
- ✓ Easily Cleaned
- ✓ Cool, oil or gas fired
- ✓ 6 to 250 HP (actual)
- ✓ Designed for overload
- ✓ Rugged construction
- ✓ Safe
- ✓ Lowest operating cost
- ✓ Easily maintained
- ✓ Maximum combustion

Leffel's generations of boiler-making experience assure you that your next boiler will be your best — if it's a Leffel.



Write for descriptive catalog

The James Leffel & Co.
ESTABLISHED 1887
DEPT. 5 SPRINGFIELD, OHIO

Facts and Formulas

quality wash

This FREE booklet tells you how to save soap, water, heat, time!

NOW it's yours—all the know-how, the actual formulas of hundreds of successful laundry operators. Here, in this newly revised booklet, you'll find out how to

- **Save soap in the break:** Just add a small amount of Oakite Penetrant to wet out and loosen ground-in soil, make sudsing operations a snap for your soap. Particularly effective on grease-soaked work clothes, blood-stained uniforms, etc. Operators report: "We save one suds, one hot rinse, one cold rinse." "We cut time by 20% and costs by 10%."
- **Save water, heat, time:** Oakite Composition No. 53 sequesters insoluble salts . . . brings dead soap to life. Prevents graying of clothes. Operators report: "Saves one rinse and 1500 gallons of water a day." "Eliminates one rinse and use of soap in bleach suds."

FREE BOOKLET 8043 gives formulas, other facts. Ask your Oakite Technical Service Representative for your copy. Or write Oakite Products, Inc., 22B Thames St., New York 6, N. Y.

SPECIALIZED INDUSTRIAL CLEANING
OAKITE
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U.S. & Canada

NEW PRODUCTS and LITERATURE

New Ford Truck Line

Ford's new truck line for 1952 offers the widest range of engines and power combinations in Ford Motor Company history, with models designed to fill 97 percent of all modern hauling needs, according to L. D. Crusoe, vice-president and general manager of the Ford division.

Mr. Crusoe said the 1952 Ford truck line introduces a new sedan-delivery model called the "Courier" and offers five powerful engines, including three completely new high-compression, low-friction overhead valve units.

L. W. Smead, general sales manager, said, "The Courier is tops in smartness and utility, having an exceptionally large load-space for a sedan-delivery type of vehicle." Newly styled and having an all-steel panel delivery body, the model features passenger car performance, economy and comfort as well as riding and handling characteristics.

"Its low center of gravity, diagonal shock absorber mountings, springs tailored to vehicle weight, wide front tread and stabilizer bars provide smooth going both for merchandise and driver," Mr. Smead said. "This enables the driver to make more stops per day and more trips per week, with less fatigue."

The Courier is available with a passenger car type six or V-8 engine and with either the conventional three-speed transmission, the Ford overdrive or Fordomatic transmission.

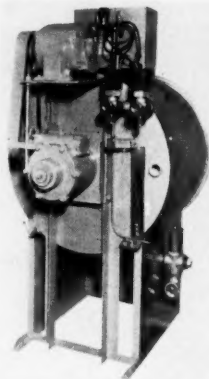
All regular truck units are available with 5-Star cabs or with 5-Star Extra cabs which feature such extras as foam rubber seat padding, insulated headlining, key locks on both doors, cigar lighter, dome light with automatic door switches, arm rests and interior insulation.

All Ford truck engines feature the Power Pilot carburetion-ignition system, aluminum autothermic expansion control

pistons, full-pressure lubrication, free-turn valves and precision-molded improved alloy crankshafts, camshafts and exhaust valves.

The new overhead valve engines have integral valve guides, full-flow oil filters, deep crankcase structures for engine rigidity, and a short piston stroke which results in a marked reduction of internal friction and increase in usable horsepower.

Direct Reducing Gear



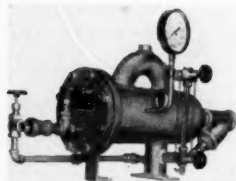
A new direct reducing gear is now standard equipment on Cook Washettes as well as on the new Cook Wash-A-Way.

According to John Cook, president of Cook Machinery Sales Company, this is the first time that such a gear has been used on an open-end washer. Through elimination of the usual reversing mechanism, there is said to be a substantial saving in maintenance, as it is possible for any mechanic within a few minutes to remove the entire gear box from the washer. The basket may now be more easily removed than formerly as the removal of only one nut from the gear housing lets the basket slide easily from the shell upon removal of the

washer front. The gear weighs only about 40 lbs., creating a saving in shipping cost.

A Cook Washette equipped with the new gear has been running continuously with a 20 percent overload for a period equivalent to more than one year of normal commercial service, and is said to be operating as smoothly and efficiently as at the beginning.

New Condensate Accumulator



The Fred H. Schaub Engineering Company, 2110 S. Marshall Blvd., Chicago 23, Ill., announces the availability of the new model #620 Schaub Quik-Temp accumulator. This low, horizontal unit is built for steam loads up to 20 hp. and pressures up to 150 pounds. Designed particularly for processing equipment with low condensate outlets, such as flat-work ironers, it can be used with equal facility on presses, tumblers, and shirt units, the maker states. The device has no electrical connections; discharge of condensate from the accumulator is through a mechanical float assembly.

Tests were made recently in an eastern laundry plant on a battery of seven two-pocket tumblers, both with conventional traps and with the Quik-Temp heating and drainage system.

In both cases steam pressure was 105 pounds and loads were 15 pounds extracted weight per pocket. Quik-Temp produced a drying time of nine minutes against a time of 13 minutes with traps—a time saving of more than 30 percent.

Descriptive literature is available.

Marking Machine Literature

A complete line folder has been distributed to jobbers who handle the sale of Textile Marking Machine Co., Inc., marking machines and supplies.

Featured is the Dual-Duty Tag-O-Lectric which, according to the manufacturer, makes, marks, and attaches a tag in less than a second, and the Lot

System Tag-O-Lectric which is claimed to save 8,000 handling motions on each 1,000 pieces. Also shown in the folder are the Tag-O-Matic and Ribbon Rite machines, for drycleaning and laundry plants, respectively.

The folder also shows supplies which are made and recommended for these machines.

Write to the Textile Marking Machine Co., Inc., 246 Walton St., Syracuse 2, N. Y.

Duct Booster Fan

The Chelsea Fan & Blower Co., Inc., 639 South Ave., Plainfield, N. J., is making available a heavy duty belt-driven fan, with motor outside of the air stream, for use in ventilating or heating systems. The fan will operate against moderate static pressure up to two inches. It is equipped with non-overloading, cast aluminum airfoil type propellers. Units are completely ball bearing, and motors are semi-enclosed or explosion proof, as required.

Units are available in sizes from 16 to 36 inches with air deliveries from 2,700 to 23,000 cubic feet per minute.

Write for Chelsea's new catalog No. 400 or Bulletin No. 405-A.

Cowles Escolite in Bags



Cowles Chemical Company, Cleveland, Ohio, announces that Escolite, colloidal alkaline detergent and soap builder, is available now in five-ply multi-wall paper bags, 100 lbs. net, as well as in full open head Leverpak drums, 350 lbs. net. The new package was designed to meet the requirements of those laundries where ease of handling and smaller storage space are important. The reduction in cost has been passed along to the buyer. Adequate stocks of Escolite in bags and drums are on hand now at all Cowles dealers.

Literature on Rusty Water

The Philadelphia Quartz Company, manufacturers of silicated detergents and silicates of soda, has released a Question & Answer Data Sheet

BRUNNER SINCE 1906 AIR COMPRESSORS

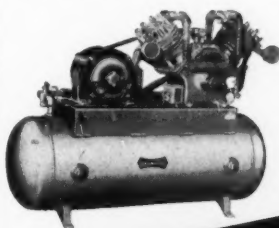
Designed Specifically for LAUNDRY USE

● The "L" series Brunner Air Compressors have *proven* their right to preference by the dependable, efficient work they are doing in laundries right across the country. Brunner compressors reflect an understanding of what laundry men need and want in air supply. Every Brunner feature reflects nearly half a century experience in successfully applying compressed air to specific uses.



14 MODELS

Horizontal and vertical styles from 1/4 hp to 15 hp. From .87 to 72.5 CFPM free air at 80 lbs. Tank sizes from 20 to 120 gallons.



Brunner literature could be worth plenty in the hands of a man who likes to know just what he is getting for his equipment dollars. We'd like to send it to you. Fill in and tear off this part of the page, then mail it to Brunner Manufacturing Company, Utica 1, N. Y., U. S. A.

Name _____

Company _____

Address _____

City and State _____

SLJ



AIR CONDITIONING

Self Contained Units in 4 sizes:
3-5-7 1/2-10 HP.
Remote Installation Types from 3 to 75 HP.
Literature also on request.



Stadham

PRESS PADS and COVERS

says the Stadham 'cover' girl -

"No matter what the type or style of press—Stadham fills the need better. Longer wearing... quality finish... increased production."



A complete line of
press covers and press pads

featuring
STAD-SPUN
and
STAD-TEX
treated nylon cloths.

Call your Stadham distributor—he will help you with your press maintenance problems.

- press pads, press covers, bags, aprons and textile specialties.



STADHAM

COMPANY INC. • HEXAGON DIVISION

1825-31 North 20th St. • Phila. 21, Pa.

discussing: "How Can Rusty Water Be Corrected?" By introducing small doses of liquid Rusticon silicate of soda into the main water system a thin protective film forms on the interior of pipes and coils. The film is constantly wearing away and replacing itself throughout the continuous application. It does not build-up, or obstruct the flow of water. Improvement in water condition can be noted generally within 30 days, it is stated. Sources of supply for the proper feeders are given as well as a diagram for home assembly.

New Parcel Delivery Model



The GMC Truck & Coach Division of general motors has released specifications on the new GMC model P152-22 parcel delivery truck, which is described as the first commercial truck to feature fully automatic transmission.

The vehicle has a normal rating of $\frac{3}{4}$ of a ton, and a gross vehicle weight of 7,000 pounds. Load capacity is 350 cubic feet. The truck is powered by a 100 hp. GMC engine with a 6.75 to one compression ratio. Transmission is dual-range, Hydra-Matic, with four speeds forward, one reverse.

Rug Sheen

A new rug cleaner called Rug Sheen, "The Energetic Synthetic," is being introduced by Lewis National Corp. of Boston.

The cleaner is said to quickly solubilize grease and oil, while dirt and soil are wetted out and brought to the surface of the close-knit lather, where they can be easily removed. It also dissolves soap film left by previous washes and is formulated to eliminate fringe burns when forced drying is used.

Rug Sheen is said to be very free rinsing, or the rug need not be rinsed at all because dirt and soil containing suds can be removed by vacuum without possibility of sticky residue.

Being concentrated and a liquid, it is readily soluble and its strength and ease of meas-

urement make it economical to use, it is claimed. As a blend of synthetic actives, which are chemically 100% stable, there's no rancidity or after odor. It is equally effective with rotary brushes or machine cleaners.

Driver's Depository

Designed to thwart hold-ups, burglaries, and larcenies, a new rotary driver's depository has been developed by the Mosler Safe Company.

The depository contains a unique rotary hopper which is said to make it physically impossible for anyone to remove the cash after the deposit has been dropped into the burglary-resistant money chest.

The metal depository is four feet high and has an upper and lower door. Drivers can insert their deposits at all hours of the day or night through the upper door. Cashiers collect the total deposits through the lower door once each day.

Industrial Detergent and Drycleaning Soap

Pensal W, a new "one-shot" detergent specially designed for industrial laundry on heavily soiled overalls and wipers has been developed by the Pennsylvania Salt Manufacturing Company.

The new heavy duty detergent is composed of chemicals which are said to completely remove the heavy grease and ground-in dirt soils encountered in industrial classifications, and which permit quick and thorough penetration into the cloth.

Pensal W has been field tested in a number of industrial laundries and under varied water conditions. Studies show that wipers washed with the detergent pass standard absorbency water-rise tests, Pennsalt states. This measure of cleanliness is substantiated by the ability of these wipers to polish glass or windshields with no accompanying grease film or streaking.

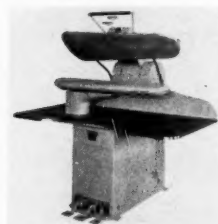
Flo-Klear, a new drycleaning soap designed for use with sweetener powders in charged systems, has also been announced by Pennsalt. The newest Pennsalt chemical developed for drycleaning, Flo-Klear is designed to flow through the filter with very slight loss, even when sweetener powders are used.

This feature is said to assure improved cleaning performance because a large percentage of Flo-Klear remains in the filtered solvent for removal of

heavy soils. At the same time, the sweetener powders remove fatty acids and other soils from the solvent so that cleaning is always performed by a clean, clear solvent, Pennsalt states. Economy of operation is achieved through the minimum replenishment requirements of the new soap.

The new product has been field-tested in a number of cleaning plants under a variety of operating conditions. The fact that most present-day soaps are completely or partially removed by sweetener powders prompts the use of straight filter powder to keep soap replacement costs from becoming excessive. This practice can result in high fatty acid build-up and even odor in some cases. Flo-Klear avoids these difficulties by remaining in the solvent to remove soils from the load and by permitting the use of sweetener powders to remove soil and fatty acids from the solvent.

American Announces New Equipment



A new basic design in dry-cleaning presses has been developed by The American Cleaners Equipment Company, Cincinnati, Ohio. The new press is said to incorporate the most advanced features in construction and design for fine quality pressing of all types of garments with greatest ease, speed and safety of operation.

The air-driven press is operated by a bar-handle control mounted on the press head. When lightly depressed, the bar-handle lowers the head and seals it in pressure. There are no push buttons.

High pressure for certain garments is controlled by a pressure treadle control. With the treadle depressed, the bar-handle control can be released and press remains sealed in high pressure. Operators cannot injure hands by accidentally stepping on pressure treadle, because head cannot be lowered by the treadle control.

When foot is removed from pressure treadle, the head rises, making it impossible for operator to walk away from press and leave it sealed.

A double-handle control for head steaming allows operator to start steaming garments while the head is closing. Operator thus saves time by not having to wait until head closes before steaming.

American Cleaners drycleaning presses are made both air-driven and foot-operated, in utility, mushroom and pants leg models, with either steam or air vacuum.

For complete information, write The American Cleaners Equipment Co., Division of The American Laundry Machinery Co., Cincinnati 12, Ohio.

The American Laundry Machinery Co. has announced a new 16-foot Mirza Automatic rug cleaning machine. The unit is of an all new design with many improved features.

Specifically designed to completely machine-cleanse all types of rugs up to 16 feet in width, it automatically soaps, scrubs, rinses and wrings rugs, ready for drying, in one straight-through pass. Due to increased scrubbing surface, the machine is said to permit the highest production cleaning of smaller rugs along with regular 9 x 12 rugs.

Water Conditioning Booklet

A new 20-page bulletin covering the various methods of conditioning water and the purposes served by each is offered by the Elgin Softener Corporation, Elgin, Ill. It features an improved water softener of "double check" design which is said to give up to 44 percent greater capacity and guards against costly loss of zeolite.

The bulletin tells how to make any water softener deliver from three to ten times more soft water, and describes a deionizer of single-tank design which produces ultra-deionized water at a fraction of distillation or evaporation cost. Chemical feed, zeolite post treatment, zeolite alkalinity neutralization, and split-stream dealkalization systems for boiler, process, and general water conditioning purposes are covered. Sections are devoted to latest type filters, purifiers, degasifiers, zeolites, ion exchange resins, and water treatment for all purposes.

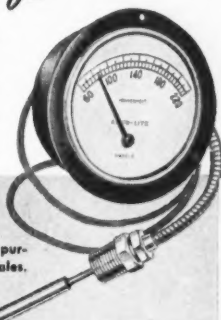
Ask for Bulletin 611.

AUTO-LITE

TEMPERATURE INDICATORS

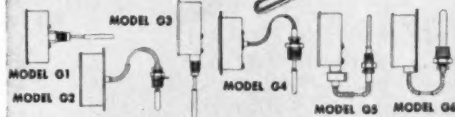
For your specific needs!

- ★ Low-cost protection . . . due to large, specialized production.
- ★ Precision-built indicators provide accurate temperature readings.
- ★ Wide selection of dial ranges to meet specific requirements.
- ★ 6 stock types available as shown.



MODEL "G"

Select the type that is best for your purpose. 3 1/2" dial; evenly calibrated scales. Priced from \$18.



MODEL "F-1"

This Auto-Lite dial indicating thermometer has solid liquid filled movement and evenly calibrated 4" dial. Available with flexible capillary tubing for remote reading. Priced from \$22. Adjustable, electrical alarm contacts at small additional cost.



Drawing at left shows 3 positions at which Auto-Lite F-1 Thermometers may be mounted by simple screw adjustment.

THE ELECTRIC AUTO-LITE COMPANY
INSTRUMENT AND GAUGE DIVISION
TOLEDO 1, OHIO
NEW YORK • CHICAGO • SARNIA, ONTARIO

THE ELECTRIC AUTO-LITE CO.,
Instrument and Gauge Division,
Toledo 1, Ohio

Please send your illustrated catalog, describing the various styles and types of Auto-Lite Indicating and Recording Thermometers.

NAME.....

COMPANY.....

ADDRESS.....

(Indicate purpose for which thermometers are required.)

56



National Lever
Principle Hand
Marking Machine
available with 6,
8 or 10 characters

the
National
can take it!

AND SO CAN THE MARK IT MAKES

Engineered to "take it" . . . built for years of service! The National Lever Principle Hand Marking Machine marks *directly into the fabric* . . . the *only* proven way to make clear marks and to avoid frequent remarking.

For small laundries and dry cleaning plants, there is no substitute for this machine. Before you buy, compare with National. Write today for complete information.

THE **National** MARKING MACHINE
C O M P A N Y

4026 CHERRY STREET • CINCINNATI 23, OHIO

NEWS

from the

ALLIED TRADES

Cowles Honors E. S. Bassett



Edward S. Bassett, secretary of Cowles Chemical Company, was honored at a luncheon in Cleveland, attended by all Cleveland employees of the company. He was presented a gold pin for 30 years of faithful and valuable service by Robert F. Huntley, vice-president and general manager.

Mr. Bassett has been a direc-

tor of Cowles continuously since November, 1918. In 1926 he was appointed general manager, and was elected president in 1930 in which capacity he served until 1938. He was chairman of the board until 1941, and when that office was abolished he became secretary. In late years Mr. Bassett has been on a partially retired basis.

Wilson Names Managers



JERRY DeLORME



DAN HICKEY

A. L. Wilson Chemical Co., maker of the "Go" line of spotting and stripping agents for laundries, drycleaners and rug cleaners, has appointed Jerry DeLorme and Dan Hickey, former field representatives of the company, as territorial managers. Mr. DeLorme will supervise sales and service

operations in the eastern states, while Mr. Hickey will have charge of field representatives in the central and western states.

John G. Schwarzmann, president, stated that the appointments have been made in line with an expanded contact and service program. Previously,

sales and service functions of the company had been supervised nationally by John A. McCarthy, who has left the company to accept employment not requiring extensive travel.

Lewis Named Sales Manager



HAROLD S. LEWIS

Harold S. Lewis, president of Lewis National Corp., Boston, has appointed his son, Harold S. Lewis, as sales manager.

Mr. Lewis joined the organization on January 1, 1946, after his release from the Navy. He began work at the order desk, later covered territory in the Greater Boston area and eventually moved up to take charge of machinery sales, where he has made an outstanding record during the past two years.

Mr. Lewis is a graduate of Thayer Academy and the University of Massachusetts.



VINCENT GRAHAM

Vincent Graham who succeeds Mr. Lewis as head of machinery sales, joined Lewis National in 1943 after 15 years as purchasing agent for a large Boston laundry. Mr. Graham also started at the order desk and later covered various territories for sales and service.

Oakite Moves Offices

Oakite Products, Inc., manufacturers of specialized cleaning and allied materials, have announced the transfer of the company's general offices from 22 Thames Street to newer and larger quarters at 19 Rector Street, New York 6, N. Y.

Factors contributing to the move have been the increased use of Oakite cleaning and related materials by industry and the steadily growing demand for technical advisory service and special research. Acquisition of the new office space will permit a substantial increase in the facilities of the Oakite chemical research and engineering laboratories, and will assist the company in providing augmented technical advisory service to industry.

Pantex Moves Chicago Quarters

The Chicago office of Pantex Manufacturing Corporation is now located at 548 West Washington Street. The new address offers Pantex customers a more centralized location and faster service through increased storage facilities, making possible a greater inventory and expediting of orders out of Chicago.

This recent move is part of a drive to give the entire Chicago area the best service available in the Middle West. L. M. Bathrick is Chicago regional manager.

Diamond Transfers Polite

Diamond Alkali Company announced recently that L. J. Polite, Jr., long active in chlorinated solvents sales, has been transferred to the company's organic chemicals division.

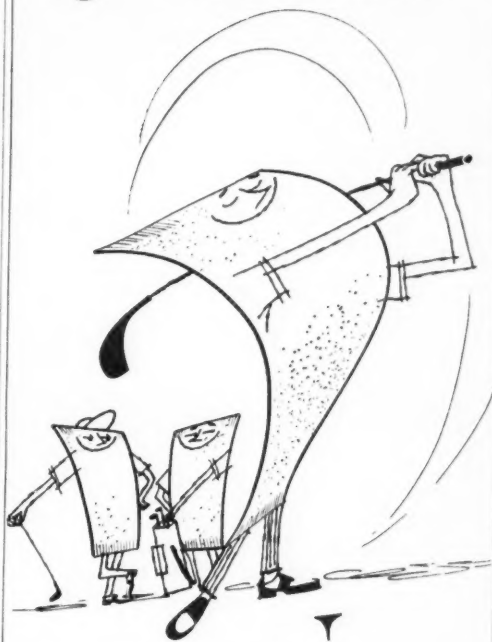
Mr. Polite will be attached to the sales staff of Kolker Chemical Works, Inc., Newark, N. J., a Diamond subsidiary specializing in organic chemicals for industry and agriculture.

Diamond's sales and service to chlorinated solvents customers will continue under the direction of C. M. Holt, product sales manager for chlorine and its derivatives.

Prosperity Adds Jobbers

Special literature has been distributed to more than 70 jobbing companies throughout the United States and Canada by the Prosperity Company, Syracuse, N. Y., to announce their appointments as authorized suppliers for Prosperity

Right down the middle!



Always straight and true with nary a hook or a slice... that's the way flat goods go through the ironer on Gilmer Feed Ribbons!

What's more, once through the ironer is all it takes with Gilmer Feed Ribbons. Re-runs aren't necessary—you save time and rehandling—because every piece comes through without a ripple, without a wrinkle. And, of course, you get the benefits of better finished bundles, happy customers, bigger profits.

Gilmer Feed Ribbons are carefully woven from finest long-wearing cotton. Edges are perfectly straight; thickness is uniform throughout. Made in all sizes, both endless and laced. Order a set from your supply house today.

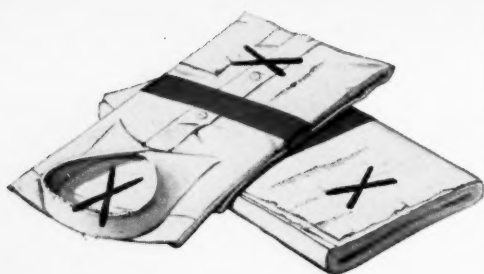
BUY THROUGH YOUR GILMER DISTRIBUTOR

Gilmer
FEED RIBBONS

More than 40 years' experience
goes into every one!

L. H. GILMER COMPANY
TACONY, PHILADELPHIA 35, PA.

Division of United States Rubber Company



Banish WASHROOM WEAR with DREW OIL BUFFERING

Washroom wear . . . caused by harsh detergent action . . . can be completely eliminated through use of Drew Detergents.

Drew Detergents not only provide extra cleaning punch . . . they also feed natural oils back into the fabrics, protecting them from Washroom Wear.

DREW OIL BUFFERED DETERGENTS

Napthole B
Buff
Napsoid

Breaksyn
Napsoap 60
Napso 22

Drew Oil Buffered Detergents enhance the "feel" of fabrics, give them softer, smoother finish and longer life. For full information and free catalog, write

CHEMICAL SPECIALTIES DIVISION

E. F. DREW & CO., Inc.

15 East 26th Street
New York 10, N.Y.

CHICAGO
PHILADELPHIA
BOSTON



When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

equipment, service and parts. The literature contains illustrations and descriptions of the firm's line of laundry and dry-cleaning equipment.

The jobber program was instigated to make Prosperity equipment, service and parts more easily available to plant owners everywhere. This move in no way revises the former Prosperity setup with direct branch offices located in principal cities throughout the United States and Canada.

Sharples Chemicals Combines with Pennsalt

The combination of Sharples Chemicals, Inc., with the Pennsylvania Salt Manufacturing Co. through an exchange of common stock has now been effected, George B. Beitzel, Pennsalt president, announced.

For the present, Mr. Beitzel said, Sharples will continue to operate as a separate unit of Pennsalt, with, however, an exchange of technical information and coordination of some policies to the mutual benefit of both organizations.

In connection with the merger, Philip T. Sharples has been elected to Pennsalt's board of directors.

Mr. Sharples is chairman of the board and former president

of the Sharples Corporation and Sharples Chemicals, Inc., and is president of the Sharples Oil Co. He is also a director of the Fidelity-Philadelphia Trust Co., the Lehigh Valley Railroad, Sharples Centrifuges Ltd. of Great Britain and other foreign Sharples subsidiaries.

Mr. Sharples is also president of the Institute for Cancer Research and a director of Lankenau Hospital, Swarthmore College, the University Museum, the United Fund of Philadelphia, and the Philadelphia and Pennsylvania divisions of the American Cancer Society. He is a member of the regional board of the Boy Scouts of America and is chairman of the finance committee of the Valley Forge Council of the Boy Scouts.

Manitowoc Equipment U.L. Approved

The Manitowoc Shipbuilding Co., manufacturer of drycleaning equipment has been given authority to place the Underwriters Laboratory Seal on its synthetic drycleaning machine and independent tumbler.

These units have met the standards of electrical, mechanical and operating safety as prescribed by the Laboratory.

Training Program for Troy Mechanics



Corbin Hughes, factory assembly foreman, explains construction of Fold-Fast folder to Alex Slavinski, service man from the New York territory

To provide better service for customers, Troy Laundry Machinery has inaugurated a perpetual training program for service mechanics.

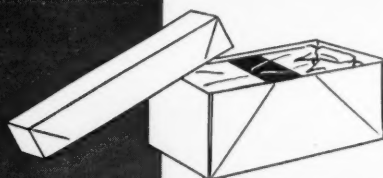
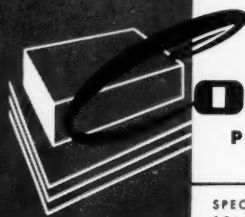
Every Troy field service man will undergo an intensive two-week course each year at the Troy factory in East Moline, Ill., to brush up on the best

and fastest methods of installing new Troy machines and repairing old ones. Only one service man will be taken from each territory at a time. When all men have completed the current two-week course, the first men will begin over again with a second round of service training.

**FOR
Laundry**

boxes

...IT'S



**Shirt Boxes
Garment Boxes
Hat Boxes**

Combining 50 years of experience with extensive facilities for the manufacture of paperboard and boxes has enabled Cornell to supply the laundry industry with the finest in packaging materials.

A representative will be happy to discuss the filling of your packaging needs.

CORNELL

PAPERBOARD PRODUCTS CO.

MILWAUKEE 1, WISCONSIN

SPECIALTY PAPERBOARDS, FOLDING CARTONS, CORRUGATED BOXES, SOLID FIBRE BOXES, CLEATED FIBRE CASES, FIBRE WALL BOARDS

Cowles West Coast Clinic



Left to right: Henry Klukis, Seattle; J. M. Wiginton, San Francisco; Ray Johnson, Los Angeles; Bill Schleicher; Bob Finch; Pat Kack, Portland, Ore.; and John Howard, Encino, Cal.

William J. Schleicher, manager of the laundry department, and Robert V. Finch, manager of the laundry laboratory of Cowles Chemical Company, visited the West Coast for a sales clinic with the Cowles

technical men in that section. This meeting was one in a series to keep Cowles field men informed on new developments in the laundry industry. Home office news, new products and sales efforts were discussed.

Emmett Heads New Detrex Department

The creation of a new products department and the appointment of John P. Emmett as its head have been announced by A. O. Thalacker, vice-president and general manager of Detrex Corporation, Detroit 32, Michigan.

The urgent need for the formation of such a department has resulted from the company's extensive research program and increased activity in new product development. Recent new product and process developments have come

from the company's industrial, food processing and drycleaning divisions.

Mr. Emmett will handle the market research and sales development of all new products while they are in the pre-marketing phases.

During the six years Mr. Emmett has been with Detrex, he has gained broad experience in the sale and service of the company's industrial cleaning equipment and chemicals. He also served as assistant sales manager of the drycleaning division.

Atlas Elects Wiley

Atlas Powder Company, Wilmington, Del., has announced the election of William J. Wiley to the board of directors and to the office of financial vice-president.

For the past four years he has been vice-president in charge of production for a confectionery manufacturer. In this capacity he has been responsible for the financial and production activities of the company.

A certified public accountant, Mr. Wiley is a member of the American Institute of Accountants and of the Controllers Institute.

Pennsalt Appointment

Frank J. Kelly has joined Pennsylvania Salt Manufacturing Company's Laundry and Dry Cleaning Division as sales-service representative in New England, it has been announced by J. Stanley Hall, manager of sales.

Mr. Kelly, who lives in South Portland, Me., has been assigned a portion of the New England territory, principally the state of Maine. The company's Philadelphia office will be his headquarters.

A native of Trenton, N. J., Mr. Kelly comes to Pennsalt after a number of years in actual plant operation as well as sales work in the laundry and drycleaning industries.

Anderson, Burkard Named Department Heads

Donald E. Anderson, former assistant director of technical service for the J. B. Ford Division of Wyandotte Chemicals Corporation, now heads this department. P. N. Burkard, former director of technical service, now heads the company's industrial, railroad and aircraft department. These changes were announced December 14 by Robert L. Reeves, general



STAIZ *the Aristocrat*

THE FAMOUS, PATENTED COLLAR SUPPORT USED BY MORE QUALITY LAUNDRIES THAN EVER BEFORE!

STAIZ, with the shiny-metal Tab, gives starched shirt collars real protection... adds that "extra" Eye-Appeal.

STAIZ is your hallmark of quality and excellence... yet it costs no more!

TRY IT! WRITE FOR SAMPLES!

TIME SAVERS
83-99 Walnut St. • Montclair, N. J.

manager of the J. B. Ford division.

Mr. Anderson has been a member of the following Wyandotte Chemicals departments

Mr. Burkard joined the Wyandotte research staff in 1938, transferred to the J. B. Ford technical service department in 1941, and became director of



DONALD E. ANDERSON



P. N. BURKARD

since joining the company in 1940—research, plant research, development, technical service and engineering. He has been assistant director of technical service for several years, is well known to trade groups throughout the country, and has written several technical articles. He is a chemical engineering graduate of Yale University, and is a member of the American Chemical Society and the American Institute of Chemical Engineers.

this activity in 1946. He is a graduate of the University of Illinois, holds a master's degree in chemistry from Syracuse University and has done further graduate work at Wayne University in Detroit. He is a member of the American Chemical Society, American Institute of Chemists, Association of Analytical Chemists, and has addressed many technical groups in this country and Canada.



WHAT GOOD ARE HOLES ... IN YOUR FLOOR!

Holes and cracks in your shop floor cost plenty in production time, you know that. But, now you can repair those holes quickly with Cleve-O-Cement. Simple to apply, no skill required. Dries overnight. 28 times harder than ordinary cement, not an asphalt composition. Ready for heavy traffic next morning. Waterproof, slipproof, crack proof. Cleve-O-Cement stands up in bottling plants, laundries, dairies, ice cream plants, food and meat packing plants and especially where a moist or food acid affects ordinary floors.

Send for illustrated bulletin.

THE MIDLAND PAINT & VARNISH CO.
9123 RENO AVE. CLEVELAND 5, OHIO

American Suggestion Awards



American award winners, left to right: George Potrafke, 1st Grand Award; Joseph Roling, 3rd Grand Award; H. W. Knox, factory manager who presented the awards; William Fomorin, 2nd Grand Award; and Linnie Foley, 4th Grand Award

Five men at The American Laundry Machinery Company's Cincinnati factory recently received awards for suggestions submitted in the annual contest held by the company's Cincinnati plant.

Joseph Roling, in addition to his award in the best suggestions division of the contest was, for the fifth consecutive year, awarded 1st prize for the most suggestions accepted. Rol-

ing's 196 accepted suggestions for 1951 raised his five-year total to 1217. Charles Greer won the second award for the most suggestions accepted in 1951. Greer's total was 83 accepted suggestions.

The plant initiated the annual suggestion contest in 1929. Of 2188 suggestions submitted during 1951, more than one-third were accepted and used. Selections for awards are

made by a factory suggestion committee. In addition to their prizes, all winners receive cash awards based on the value of their suggestions.

With three years experience in the application of industrial water conditioning apparatus, Mr. Poore is well qualified for his new duties.

Permutit Appointments



R. B. BRUNS

The industrial sales department of The Permutit Company has announced the appointment of R. B. Bruns as district engineer of its Philadelphia office.

Mr. Bruns will assume the duties previously handled by D. J. Hess who is retiring from active service.

With many years of sales and service experience in the field of water treatment, Mr. Bruns is well qualified to give counsel in any water conditioning subject.



M. BLUNDON

M. Blundon replaces Mr. Bruns as district engineer of Permutit's Decatur, Ill., office.

Clyde R. Poore has been named assistant sales engineer for Permutit's sales office at 831 E. Morehead St., Charlotte 3, N. C.

Mr. Poore will work with Norman D. Doane, sales engineer, in the sales and service of Permutit equipment.

Drake Named OPS Director

William P. Drake, vice-president of the Pennsylvania Salt Manufacturing Co., has been named director of the Rubber, Chemicals and Drugs division of the Office of Price Stabilization.

Mr. Drake will serve as director until next July 1.

Pennsalt also announces that it has been given special recognition by the United States Government for the role it is playing through its subsidiary, the Pennsalt International Corp., in supporting American-European efforts to strengthen the free nations against communism.

A certificate of cooperation and a letter of citation from the Economic Cooperation Administration have been received stating that they are awarded in recognition of the firm's furnishing technical assistance to the peoples of the Marshall Plan countries to aid them in maintaining individual liberty, free institutions and peace.

Stadham Names Love



THOMAS J. LOVE

The Stadham Co. of Philadelphia announces the addition to its Hexagon division of Thomas J. Love as sales representative in all states east of the Mississippi.

He will have charge of Hexagon sales in that territory, working with Stadham distributors and their salesmen in offering laundries and cleaners a complete line of press pads, press covers, aprons, and bags, including specially developed Stad-Spun and Stad-Tex products.

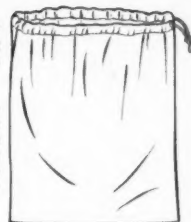
NEW! SEMMES TY-EZY

Pillow-Case Laundry-Bag

with draw-string top

Get on to the sensational new pillow-case bundle — the big money-making laundry idea that's had so much publicity.

Sell this specially made pillow-case size laundry bag — get the extra business of pillow-case bundles, make the extra profit of pillow-case sales, reap the harvest of pillow-case publicity and advertising.



Order today—or send for information



SEMMES BAG CO., INC.

715 Linden Ave., Memphis 2, Tenn.

Manufacturers

WHO'S GOING 'ROUND IN CIRCLES?



Are they jumping from press to press . . . wearing themselves out — with only a fair amount of production?



Here's the modern, efficient way. No Waste Motion . . . No Operator Fatigue — with Maximum Output! Your press does all the work. After all, that's what machinery is for!

Auto "TWIN-RAPID" GENERAL PURPOSE PRESS

Let your presses — not your operators — bear the brunt! Eliminate waste motion and operator fatigue while increasing your production with the Auto "TWIN-RAPID". The secret's in the rotating turn-top table. A light touch on the foot bar and hucks automatically rotate. Thus, while garments are being pressed (beneath the steam head), others are being laid out. And, you choose the huck set-up to fit your individual needs. Write for complete details . . . or see your jobber.

The ONE OPERATOR PRESS that's actually 3-PRESSES-IN-1

GET THE FACTS TODAY!

* ALSO AVAILABLE AS ONE OPERATOR SHIRT PRESS.

Without obligation, please send complete information on the Auto "Twin-Rapid" General Purpose Press.

NAME OF FIRM _____

ADDRESS _____

CITY _____ STATE _____

YOUR NAME _____ JOBBER _____

JOBBER'S INQUIRIES INVITED

RELIABLE STEAM PRESSING MACHINERY INC.

177 BERGEN STREET

NEWARK 3, NEW JERSEY



MAKE CURTAINS PAY!

Watch Production and Profits Improve

by installing these time-saving

FLUTERS RUFFL-Irons HED-Irons

Curtains a bother?—Not if you're equipped with CHANDLER Ruffle and Hedron Irons. Eliminate all hand finishing on ruffles and headers. Install them and watch profits go up.

Ask for Details—Delivery is Prompt

Chandler MACHINE COMPANY
Ayer, Massachusetts

The Mark Record Sheet

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks

**Prevents duplication of marks;
Avoids mixup of garments;
Aids and simplifies sorting;
Used in any marking system;
Precludes thievery.**

Used for years by hundreds of laundries

SAMPLES FREE

(All shipments C.O.D. unless check accompanies order)

Price, per thousand \$7.50

5,000 or more, per thousand \$6.50

Starchroom Laundry Journal

304 East 45th Street New York 17, N. Y.



GROSS STAR
Aluminum GRID PLATES

WON'T DENT

Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages.

up to 46" \$14.85
mushroom 11.00
over 46" 19.25
from your jobber

L. BEHRSTOCK CO.
1708 S. State St., Chicago 16, Ill.

Convention Calendar

Diaper Service Institute of America
Annual Convention
Stevens Hotel
Chicago, Illinois
March 23-26, 1952

Texas Laundry & Dry Cleaning Association
Oklahoma Laundry Owners Association
Joint Convention
Gunter Hotel
San Antonio, Texas
March 26-28, 1952

Massachusetts Laundryowners' Association
Hotel Statler
Boston, Massachusetts
April 4-5, 1952

Ohio Laundryowners Association
Hotel Gibson
Cincinnati, Ohio
April 17-18, 1952

Connecticut Launderers & Cleaners Association
Hotel Bond
Hartford, Connecticut
April 18-19, 1952

Laundry and Cleaners Allied Trades Assn.
Laundry and Dry Cleaners Machinery Manufacturers Assn.
The Greenbrier
White Sulphur Springs, West Virginia
April 23-26, 1952

Illinois Laundry Association
Drake Hotel
Chicago, Illinois
May 1-2, 1952

West Virginia Launderers and Dry Cleaners Association
Charleston, West Virginia
May 2-3, 1952

SAVES
UP TO \$500
A YEAR
PER TRUCK!



THIS LITTLE DEVICE TELLS YOU BUSY TIME—IDLE TIME—OVER-TIME . . . ALL DAY LONG!

The Servis Recorder shows every move your motor truck makes—when working and when standing, and how long—as shown on its chart (at left). Thus your motor truck writes its own story daily. You SEE all delays at a glance—and correct 'em! Save up to \$500 a year per truck. Over 100,000 trucks now equipped. Money-saving booklet free. The Service Recorder Co., 1375 Euclid Avenue, Cleveland, Ohio.

The Servis Recorder
Keeps Motor Trucks Busy

Northwest Launderers and Dry Cleaners Association
Chinook Hotel
Yakima, Washington
May 8-10, 1952

New York State Laundryowners Association
Hotel Syracuse
Syracuse, New York
May 8-10, 1952

New Jersey Laundry and Cleaning Institute
Spring Convention
Essex House
Newark, New Jersey
May 15, 1952

Oregon State Laundry Owners' Association
Eugene Hotel
Eugene, Oregon
May 15-17, 1952

Laundry & Dry Cleaners Association of Montana,
No. Wyoming, and So. Alberta
Finlen Hotel
Butte, Montana
May 16-17, 1952

Minnesota Institute of Laundering & Cleaning
Hotel Nicollet
Minneapolis, Minnesota
May 16-17, 1952

Indiana Laundryowners Association
South Shore Inn
Lake Wawasee, Syracuse, Indiana
May 16-18, 1952

Linen Supply Association of America
Annual Convention
Hotel Statler
New York, New York
May 18-21, 1952

Idaho Laundry & Dry Cleaners Association
Rogerson Hotel
Twin Falls, Idaho
May 23-24, 1952

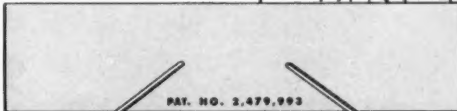
(Continued on page 90)

Now, with
Glenn Anderson
COLLAR SUPPORTS . . .
You can deliver professionally-finished
SPORT SHIRTS
with STAND-UP COLLARS just like
brand-new, better-grade shirts!

Many customers tell us nothing equals Glenn Andersons for doing a 100% completely satisfactory job. Remember, leading sport shirt manufacturers like McGregor and Marlboro use these patented collar supports.

Send now for samples and special introductory prices.

Up to 400%
FASTER
to insert



HOWE PAPER CORPORATION

670 Young St.

P. O. Box 109

Tonawanda, N. Y.

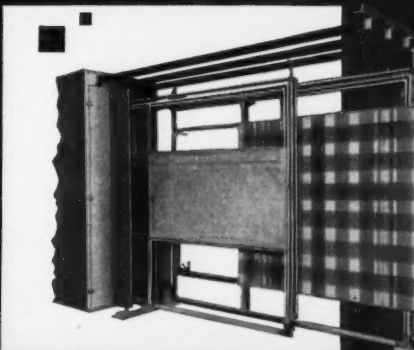
SQUAREWAY

Get square corners and straight edges.

No tearing . . . no over-tension. Made

on castors, without cabinets, or with

overhead track and trolley for use in Hopkins Drying Cabinets. Write for catalog and prices.



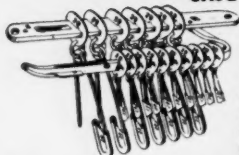
**CURTAIN &
BLANKET
STRETCHER**

Hopkins

EQUIPMENT COMPANY
HATFIELD, PA.

Install KEY-TAG CHECKING SYSTEM

ASSURING
POSITIVE AUTOMATIC MECHANICAL CHECK
SAVE LABOR—ELIMINATE CLAIMS



Key-Tag assures you—no matter what the service—definite, accurate identification of every net and garment. It speeds up every operation and reduces labor costs. Fits easily into your present system without any elaborate new set-up. Get the details from your supplier or write direct.



THE KEY-TAG
CHECKING SYSTEM CO.
6509 HOUGH AVE. • CLEVELAND, OHIO



BOCK EXTRACTORS

The most efficient time
and money saving Ex-
tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

UNIPRESS 2 GIRL 3 PRESS SHIRT UNIT

TOP QUALITY • INCREASED PRODUCTION • GREATER PROFITS

Presses for every requirement

Write for new catalog today

UNIPRESS COMPANY
2806 Lyndale Ave. • Minneapolis, Minnesota

"PROFITABLE ALTERATIONS"

In response to repeated demands—10 pertinent articles taken from previous issues of **THE NATIONAL CLEANER & DYER** have been prepared and reproduced in booklet form.

These articles contain the necessary step-by-step information (with accompanying photographs) to aid your repair department to more "Profitable Alterations."

Price only 50¢

NATIONAL CLEANER & DYER
304 East 45th St. New York 17, N. Y.

For Over 25 Years
Wise Laundrymen Have Insisted on

LONGBOY

★ Finest Cotton Laundry Net Made!

Test Longboy in your plant—check its longer life and greater strength by the easy-to-identify Gold Stripes.

Made by the Makers of
PLASTYLON
Plasticized Nylon Nets

Order from Your Jobber or Write Direct to
CARSON TEXTILE CO., INC.
ONE PORTER ST., PHILA. 48, PA.

(Continued from page 89)

Maryland, D. of C., and Virginia Laundryowners Assn.
Spring Convention
Williamsburg Inn
Williamsburg, Virginia
May 26-27, 1952

Laundry & Cleaning Association of the Carolinas,
Georgia, and Florida
Carolina Hotel
Pinehurst, North Carolina
May 29-31, 1952

Missouri, Kansas, Iowa, Nebraska
Four-State Convention
Hotel Jefferson
St. Louis, Missouri
June 5-7, 1952

Eastern Canadian Laundry & Dry Cleaners' Assn.
Royal Muskoka Hotel
Muskoka, Ontario
June 18-21, 1952

Obituaries

Ernest L. Barnett, 49, plant manager of Kennedy Laundry and Cleaners, Chicago, died recently. He was president of the Chatham Lodge of B'Nai B'rith.

Charles Beck, 66, vice-president of the Illinois Laundry Company, Ottawa, Ill., died on January 9. He had been in the laundry business in Ottawa for 46 years. He was a director of the Ottawa Federal Savings and Loan Assn., and was president of the Ottawa Building Homestead and Savings Assn., predecessor of the former group.

Mr. Beck was active in Masonry, and was a member of the Ottawa Boat Club and the Ottawa Chamber of Commerce.

Surviving are his wife, two sons, three daughters, eight grandchildren, and a sister. Charles F. Beck, one of his sons, is associated with the laundry.

Fred H. Campbell, 86, founder and president of the Superior Laundry Co., Inc., Cambridge, Mass., died recently.

Homer P. Campbell, vice-president and sales manager of the Key Tag Checking Systems Co., Cleveland, Ohio, died on Feb-



ASK FOR PRICES—SAMPLES

CAMELFORMS—FOR MODERN LAUNDRY PACKAGING. SIZES 2" TO 9" HIGH IN VARIETY OF WIDTHS.

Campbell

MAIN AND STARCH STREETS
SOUTH BEND 23, INDIANA

ruary 20. He was a member of the board of directors of the LCATA and, on a number of occasions, served on various key committees. He was deeply interested in church activities and served as a director of the Cleveland Catholic Bookstore.

He is survived by his wife, two sons, and three daughters.

Mrs. Clara M. Cooke, widow of William S. Cooke and former manager of the Berkshire Laundry Company, Albany, N. Y., died on January 23. She had been an active member of the Central New York Laundryowners Association and was a staunch supporter of the New York State Laundryowners Association.

She is survived by two sisters.

John R. Fullerton, United Laundries, Pittsburgh, Pa., a founder of the Pennsylvania Laundryowners Association and of the Laundry Owners Mutual Liability Insurance Association, died recently.

Harold H. Floyd, manager of the laundry supply department of the Los Angeles Soap Company, died on February 23. He died while attending a sectional meeting of the California Dry Cleaners' Association. He was active in Masonry.

Surviving are his widow, a daughter, and a granddaughter.

T. James La Measure, 42, president of La Measure Bros. Laundry & Dry Cleaning Co., Detroit, Mich., died on January 20. He leaves his wife, two children, his mother, a sister, and two brothers.

Andrew P. Lonergan, 61, laundryowner of New Bedford, Mass., died on January 27. He was a past president of the Shrine Club of Southeastern Massachusetts. His wife, two daughters, two sisters, and a grandchild survive.

Forrest L. Smith, 50, head of the drycleaning department at Best Laundries, Inc., Fort Worth, Texas, died on January 3. He is survived by his wife and a daughter.

Prescott Smith, Brighton Laundry Co., Pittsburgh, Pa., died recently. He was active in the work of the Pennsylvania Laundryowners Association as a trustee and on the legislative committee.

Andrew Stover, Chambersburg Laundry, Chambersburg, Pa., a member of the Pennsylvania Laundryowners Association, died recently.



GET

SHAMROCKS

FOR RUGGED SERVICE!

FOR MOVING JOBS FASTER!

CANVAS BASKETS, HAMPERS, TRUCKS

BUILT FOR YEARS OF SERVICE

SALES OFFICES:

NEW YORK—37 W. 43rd St., MU 2-1437.
CHICAGO—2. M. Thorsen, 1400 Lake Shore Drive, Whitehall 4-4180. ATLANTA—4403 Jefferson St., Chambliss, Ga., Phone 7-2430.
FORT WORTH—V. M. Heaton, 717 Ayers St., Lockwood 6564. SAN FRANCISCO—c/o Glenn B. White & Assoc., Merch. Mart, HE 1-5204.
LOS ANGELES—c/o Glenn B. White Assoc., 1151 So. Broadway, PR 4169.

MEESE, INC.

Main Office & Plant

MADISON, INDIANA

Phone 261 or 262



Resillo PRESS PADS

- FLAMONEL (metal flannel)
- STANDARD
- CHAMPION
- FOAMONEL (foam rubber-metal mesh)
- PERFEX
- PERMOPADS

Made in exact accordance with press manufacturers specifications.

RESILLO COMPANY 2328 W. Nelson St. Chicago 18, Illinois

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL PRESS PADS

THE NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording the necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions.

No. 39 SENIOR RECORD BOOK—400 Pages (10,000 entries) Durably bound in heavy duck with leather covers	\$ 5.00
No. 39 JUNIOR RECORD BOOK—48 Pages (1,200 entries) Board covers, marbled binding	1.00
LOOSE LEAF BINDER	5.00
LOOSE LEAF SHEETS 100	2.50
ALL PRICES	250
PREPAID	500
	1000
	15.00

Send orders with remittance to:

NATIONAL CLEANER & DYER
304 East 45th Street, New York 17, N. Y.



TODAY...

We're all in the steel business!



FOR EACH OF US TO GET MORE STEEL . . . AND PRODUCTS MADE OF STEEL . . .
WE'VE GOT TO PROVIDE MORE SCRAP TO MAKE THE STEEL.

Half the melting stock used in the steel mill or iron foundry consists of iron and steel scrap. In normal times, enough scrap is produced by the mills, foundries, railroads, fabricators and scrap dealers to fill the need.

But now the mills have stepped up capacity to meet the greatly increased military and civilian demands for steel. And that increased capacity has outstepped the supply of scrap.

That is why we are calling on plants in both metal-working and NON-METAL-WORKING industries to provide the needed scrap NOW.

You have the heavy scrap needed to make more steel

Enough obsolete machinery, equipment and parts are being carried as useless inventory to give a big push to

This advertisement is a contribution, in the national interest, by

STARCHROOM LAUNDRY JOURNAL

Cooperating with the Laundry and Drycleaning Campaign

SELL YOUR SCRAP

Send in your signed Scrap Credit Certificate to
LAUNDRY & DRYCLEANING MACHINERY MANUFACTURERS
ASSOCIATION

95 Liberty St., New York 6, N. Y.

the production of steel. Surveys have proved this.

The trick is to get that old steel into the hands of the steel producers.

We're putting that job up to you.

To help maintain steel production . . . provide more steel for the equipment you want . . . turn in your idle iron and steel to your local scrap dealer.

What you can do to help maintain steel production

1. Appoint one top official in your plant to take full responsibility for surveying the plant and getting out the scrap.
2. Consult with your local Scrap Mobilization Committee about its program to help out in the scrap crisis. For chairman's name, check with your Chamber of Commerce, or the nearest

office of the National Production Authority, Department of Commerce.

3. Call in your local scrap dealer to help you work out a practical scrapping program. Non-ferrous scrap is needed, too.

4. Write for free booklet, "Top Management: Your Program For Emergency Scrap Recovery", addressing Advertising Council, 25 W. 45 St., New York 19, N. Y.



CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat). Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates. Ads must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES AND CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—WHERE DO YOU WISH TO LOCATE? Richard J. Muller—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4444-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 82nd St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 9653-2

CALIFORNIA LAUNDRY PLANT and DRYCLEANING AGENCY, marvelous cash and carry business, asking \$7,500. Terms. Rent \$75. Haig Realty Co., 969 E. Washington St., Pasadena, California. 9654-2

Very profitable old established linen supply, laundry, drycleaning business. No competition. Rocky Mountain region. Annual profit over \$15,000. \$70,000 will buy. Must have \$50,000 cash. Real estate included. ADDRESS: Box 9661, STARCHROOM LAUNDRY JOURNAL. -2

FAMILY LAUNDRY plant and two-family home, upper New York State. Gross \$100,000 annually, equipment can double. Very good condition. Must sacrifice because of health. Excellent proposition for two experienced men. Price \$65,000 plus inventory, \$25,000 cash, balance easy terms. Write: Box 9688, STARCHROOM LAUNDRY JOURNAL. -2

Northern Ohio opportunity—Annual laundry volume over \$150,000. Equipment practically new. The present high efficiency of this plant will pay off investment in a short time from profits. Asking price \$150,000 includes real estate. Half down, balance to suit buyer. Principals only. ADDRESS: Box 9693, STARCHROOM LAUNDRY JOURNAL. -2

STEAM LAUNDRY by owner. Complete equipment, building and property. Old established business in thriving Southern Illinois city. ADDRESS: Box 9699, STARCHROOM LAUNDRY JOURNAL. -2

Laundry plant, location west central Ohio. Complete with real estate or sell plant, rent real estate or will sell 50% interest to experienced manager capable of complete handling. ADDRESS: Box 9700, STARCHROOM LAUNDRY JOURNAL. -2

SMALL PROFITABLE LAUNDRY, COMPLETELY MODERN, NEW ROLLINGSTOCK, \$45,000 ANNUAL, NO UNION, GOOD PRICES, PRICED TO SELL. MILITARY REASONS. IDEAL FOR MAN AND WIFE, OR PARTNERSHIP. REPLY: Box 9701, STARCHROOM LAUNDRY JOURNAL. -2

SMALL COMPLETE MODERN LAUNDRY and 140-F DRYCLEANING PLANT in fast growing central section of Long Island, N. Y. ADDRESS: Box 9717, STARCHROOM LAUNDRY JOURNAL. -2

Large laundry, Washington, D. C. approximately \$400,000 a year. Route and store business. Firm has been in business 30 years and always profitable. Do not own building, but lease can be arranged. Reasons for selling, age. At least 30% cash, balance on terms. In replies give telephone number. ADDRESS: Box 9718, STARCHROOM LAUNDRY JOURNAL. -2

SAN BERNARDINO, CALIF., sixty miles east of Los Angeles in one of the fastest growing communities in California. Laundry volume approximately \$3,000 per week and increasing. Marvellous location, call office runs about forty per cent of volume. Good prices, good reputation. This laundry has a great potential. Will sacrifice for quick sale, family reasons. Address: R. H. Neddersen, Public Accountant, Citizens National Bank Bldg., San Bernardino, Calif. 9686-2

LAUNDRIES and CLEANING PLANTS WANTED

WANTED — PLANTS — ALL KINDS — New York, New Jersey, Connecticut. **BUYERS WAITING — LIST YOURS.** RICHARD J. MULLER Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4384-1

SITUATIONS WANTED

MANAGER capable of assuming full responsibility. Experienced both family and commercial, production maintenance, sales, personnel. Presently employed as production and personnel director, large mid-west plant. Can assume large or small plant operation. Prefer South or West. Minimum starting salary \$7,500 a year. ADDRESS: Box 9640, STARCHROOM LAUNDRY JOURNAL. -5

PLANT PRODUCTION MANAGER—20 years experience in linen supply and all its problems. Have successfully operated some of the largest and most modern plants in the country. Top references. ADDRESS: Box 9647, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY PRODUCTION MANAGER—married, veteran, 39 years old, college education. Experienced all phases laundry industry. Presently employed flatwork production manager wholesale laundry. New York City resident. Will consider out of town position with future. ADDRESS: Box 9655, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY SUPERINTENDENT—OVER 30 YEARS EXPERIENCE. Thorough knowledge all phases of laundry business. A-1 references. Prefer midwest or south. ADDRESS: Box 9644, STARCHROOM LAUNDRY JOURNAL. -5

SALES MANAGER—22 years successful experience in laundry sales management, desires making change. ADDRESS: Box 9709, STARCHROOM LAUNDRY JOURNAL. -5

Young laundry executive, married, experienced in and capable of guiding all phases of laundry production and maintenance, diaper service and linen rentals, wants connection with Southern laundry. Available immediately. ADDRESS: Box 9719, STARCHROOM LAUNDRY JOURNAL. -5

Position Wanted: Laundry manager experienced, capable, prefer large hospital or institution. Best of reference from present employer. ADDRESS: Box 9780, STARCHROOM LAUNDRY JOURNAL. -5

PERSONAL REPRESENTATION—Am contacting owners of laundry-drycleaning plants. Am interested in handling another line as well. Background of operations and plant management will enable me to present your product favorably. Could cover Illinois, Wisconsin and part of Indiana. Commission arrangement on three year basis with drawing account of \$100.00 weekly minimum. Send your proposition to Box 9723, STARCHROOM LAUNDRY JOURNAL, and will arrange interview. -5

HELP WANTED

Wanted: Salesmen calling on laundries and drycleaners, to sell two very fast moving items. Very lucrative sideline. Write Box 9618, STARCHROOM LAUNDRY JOURNAL. -7

Opportunity for experienced man with supervisory ability to be Assistant Superintendent in a large modern plant in Western Pennsylvania. Must know quality work and production, also training of new employees in all phases of work. State age, experience and references. ADDRESS: Box 9656, STARCHROOM LAUNDRY JOURNAL. -7

Superintendent to take charge of laundry and drycleaning department in modern plant, eastern United States. If conversant with production in one department only, will be given opportunity to learn the other. Good salary plus bonus. Give experience record, marital and draft status. ADDRESS: Box 9691, STARCHROOM LAUNDRY JOURNAL. -7

Position as superintendent in plant in eastern city. Must be practical man. State experience, starting salary wanted in first letter. ADDRESS: Box 9710, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY FOREMAN capable of being superintendent in Chicago commercial plant. Good future for right man. Give background and reason for desiring change. Replies confidential. ADDRESS: Box 9711, STARCHROOM LAUNDRY JOURNAL. -7

HELP WANTED (Cont'd)

DRYCLEANING SUPERINTENDENT for plant located in middle West. Must be able to supervise 25 productive employees and capable of assuming responsibility. Knowledge of time and motion study helpful. Prefer married man and an NICD graduate. Top salary and good future for right man. Evans Cleaners, 1206 Harrison St., Davenport, Iowa. 9712-7

WANTED: EXPERIENCED GENERAL MANAGER—30 to 40 years of age, for up-to-date modern laundry and drycleaning plant located in Central Illinois, town of about 40,000. Plant has been long established, and doing a profitable business. Man must qualify for all operations, such as point system, bonus, job evaluation and sales. A.I.L. graduate preferred. Wonderful opportunity for right person, as owner wishes to retire. Starting salary \$6,500 per year, plus a bonus and chance to buy into the business. All correspondence held in confidence. Write: Box 9713, STARCHROOM LAUNDRY JOURNAL. -7

Laundry superintendent wanted for a medium sized power laundry. Must be able to take full charge of production, quality and maintenance. Two weeks vacation with pay. Good salary in large Great Lakes city. Please mail qualifications to Box 9714, STARCHROOM LAUNDRY JOURNAL. -7

PROFESSIONAL NOTICES

CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$12 annually. John Carruthers Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 2627-27

MISCELLANEOUS

400 KEY-TAG BARS, EACH BAR COMPLETE WITH 8 LARGE PINS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9535-8

10 days service on standard laundry or drycleaning tickets printed for your firm. A postal card will bring you sample and price quotations. H. C. TAYLOR COMPANY, Jonesboro, Arkansas. 9724-8

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass. 3240-38

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37

POWER PLANT EQUIPMENT FOR SALE

1 BRAND NEW 60 x 148 PATTERSON KELLEY HORIZONTAL HOT WATER STORAGE HEATER WITH SUFFICIENT COPPER TUBING TO HEAT 3500 GALLONS OF WATER TO 180 DEGREES WITH STEAM PRESSURE AT 100 POUNDS. ADDRESS: BOX 9651, STARCHROOM LAUNDRY JOURNAL. -56

FOR SALE: Water softener salts—minimum free delivery and carry in Chicago and vicinity—ten 100# bags. Northwestern Flour & Feed Company, 1800 N. St. Louis Avenue, Chicago, Ill. 9687-36

MACHINERY FOR SALE

ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, Terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. IMPERIAL LAUNDRY MACHINERY CO., 245 Huron St., Brooklyn 22, N. Y. 4400-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS, READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4618-4

WANTED TO BUY
RECENT MODELS

Individually Or As a Group

**8-Roll 120" Super Sylon Ironer
400 lb. Cascade Self Dumping Washer
Trumatic Folder
Conditioning Tumbler
Conveyors and Spreader
and any other flatwork production
accessories**

**BOX 9715
STARCHROOM LAUNDRY JOURNAL**

MACHINERY WANTED

Wanted Monel metal washers, all sizes, any condition, for export, highest prices paid. ADDRESS: Box 9572, STARCHROOM LAUNDRY JOURNAL. -3

Notrux 50" extractor, new type, excellent condition, extra set of baskets, must be reasonable. ADDRESS: Box 9702, STARCHROOM LAUNDRY JOURNAL. -3

WANTED: 72" EXTRACTOR, STAINLESS OR MONEL. ADVISE MAKE, AGE, SERIAL, CONDITION, LOCATION AND PRICE. TUFT-LOK DIVISION, ORIENTAL RUG CUSHION CO., INC., 4900 Loma Vista Ave., Los Angeles 58, Calif. 9703-3

Dress drying cabinet, 75 to 100 H.P. boiler 125 lb. pressure. Dover Laundry & Dry Cleaners, Dover, Delaware. 9721-3

Wanted: Fantom-Fast marking, listing and checking equipment. State model, condition and price in first letter. Reply to Box 9731, STARCHROOM LAUNDRY JOURNAL. -3

MACHINERY FOR SALE (Cont'd)

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

40" TROY and TOLHURST, direct motor driven and belt driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x54", 42x72" and 44x84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4661-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4676-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

48" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

4 AMERICAN 18 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4892-4

8 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4799-4

WHEN YOU'RE IN THE MARKET
for USED and REBUILT
DRYCLEANING or LAUNDRY
MACHINERY

write for our large list

IMPERIAL LAUNDRY MACHINERY CORP.

(EVergreen 9-6585)

249 Huron Street

Brooklyn 22, N. Y.

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX, 15" and 17" BOCK, 30" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

COLLAR FINISHING UNIT, consisting of AMERICAN ZARMO Press, Seam Dampener, Shaper and Edger. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 5004-4

AMERICAN direct motor driven and belt driven 48" HUMATIC EXTRACTORS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6184-4

Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

4 Tumblers, Ellis Drier Company, 48x150" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 18, Illinois. 9146-4

2-BERGER HYDRAULIC EXTRACTORS AND 2-44 x 84" MILLER WASHERS, IN VERY GOOD OPERATING CONDITION. ADDRESS: BOX 9432, STARCHROOM LAUNDRY JOURNAL. -4

14x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

60" FLETCHER WHIRLWIND, 60" ZEPHYR and 63" AMERICAN OPEN TOP EXTRACTORS WITH MONEL and STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6916-4

AVAILABLE NOW IN YOUR LOCALITY. Bargains in good, used equipment. MARTIN EQUIPMENT CORPORATION, 789-C Hertel Avenue, Buffalo, New York. 7064-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6985-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x36" HUEBSCH and HOFFMAN OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

MACHINERY FOR SALE (Cont'd)

1 HOFFMAN 140 F unit consisting of 2-36 x 40" washers, 1-26" extractor, 2-36 x 30" tumblers, 2-filters, 2-storage tanks, 1-still, individually motor driven, 220 volt, 3 phase, 60 cycle, 1/2 of new price. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9727-4

1-4 roll, 120 inches chest type ironer, new, immediate delivery, subject to prior sale. Contact Box No. 9730, STARCHROOM LAUNDRY JOURNAL. -4

120" RETURN FEED 2 ROLL AMERICAN and 108" COLUMBIA FLATWORK IRONERS, MOTOR DRIVEN. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 7028-4

PROSPERITY 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR and CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8074-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

FLASH: TWO AMERICAN 120" STANDARD LATEST TYPE STREAMLINED FLATWORK IRONERS, IN EXCELLENT MECHANICAL CONDITION AND READY FOR IMMEDIATE DELIVERY. THESE TWO IRONERS REPRESENT EXCELLENT IRONER VALUE. INSPECTION INVITED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9039-4

HOPKINS TULL 2 DOOR COMBINATION CURTAIN AND BLANKET DRYERS. PANTEX 40x44" CURTAIN AND DRAPE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9162-4

48 x 120" SMITH DRUM, 12 COMPARTMENT 12 DOOR: 48 x 126" AMERICAN MASTER CASCADE 18 COMPARTMENT 18 DOOR, DIRECT MOTOR DRIVEN, DOUBLE END DRIVE, MONEL METAL WASHERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9317-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 245 Huron Street, Brooklyn, New York, EV-9-6585, has available American Notruz 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x84" washer; Troy 42x78" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140-F unit used two months; American 30x48" Petroleum unit with filter, still, etc., brand new; Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit. 9049-4

**more
LAUNDRYMEN**

Advertise in
STARCHROOM LAUNDRY JOURNAL

Than in all other publications COMBINED

More than twice as many as in
the second paper

Laundrymen want sure, fast results when they use classified advertising to sell or buy plants or equipment, to hire new employees, to seek new job connections.

Naturally, they turn to the publication which in their own experience is the most readable, the most worthwhile, the most influential.

That's why they place their classified ads in the publication they consider No. 1 in the Laundry Industry — STARCHROOM LAUNDRY JOURNAL.



**"Call him for your Machinery needs—
There's always a bargain."
SEE OUR SPECIALS IN THIS ISSUE.**

WILLIAMS LAUNDRY Call now!
3716 22nd STREET, LONG ISLAND CITY 1, NEW YORK PHONE STILLWELL 6-6556
Serving the Industry for over 30 years!

KING WILLIAM'S SPECIALS: 44 x 120" American Master Cascade double end driven 4 pocket Monel washer. 24 x 36" 1 pocket 1 door Monel washer. Both motor driven. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd Street, Long Island City 1, New York. 9674-4

KING WILLIAM'S SPECIALS: American Master Cascade Monel metal washers, 42 x 84", 10 pockets, also 2 pocket and 4 pocket, motor driven, rebuilt, equal to new, one year guarantee at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd Street, Long Island City 1, New York. 9675-4

KING WILLIAM'S SPECIALS: American 8 roll late type streamline flatwork ironer, 120", rebuilt, equal to new, one year guarantee. Bargain price. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd Street, Long Island City 1, New York. 9676-4

KING WILLIAM'S SPECIALS: 120" American Standard 6 roll flatwork ironer, rebuilt, guaranteed for one year. Bargain price. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd Street, Long Island City 1, New York. 9677-4

KING WILLIAM'S SPECIALS: 48" American and Hoffman Amico Open Top extractors, motor driven, completely rebuilt, equal to new, one year guarantee. Bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd Street, Long Island City 1, New York. 9678-4

KING WILLIAM'S SPECIALS: 30" American extra deep extractors, also 28", 26" and 20", rebuilt. One year guarantee, bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd Street, Long Island City 1, New York. 9679-4

AMERICAN 4 ROLL 180" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9314-4

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 280 Volt, 3 phase, 60 cycle. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

For Sale: 1—Used 44 x 84" **ROBOT** two pocket two door all stainless steel motor driven washer with automatic washman, 2—Used 42 x 96" Ellis motor driven all Monel washers, 1—Used 42 x 84" American Norwood all Monel motor driven washer, 1—Used 54" American Notrux extractor with two set containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY**, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763. 9658-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3, 6 or 9 COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

IMPERIAL Laundry Machinery Co., 245 Huron St., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

50" UNLOADING EXTRACTORS—3 AMERICAN NOTRUX. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9648-4

HUEBSCH tumbler, New guarantee. 1/2 ton 1946 Chevrolet panel; 1/2 ton 1950 Dodge panel. All priced to sell. **TRIANGLE CLEANERS, CEDAR FALLS, IOWA.** 9649-4

MACHINERY FOR SALE (Cont'd)

IMPERIAL LAUNDRY MACHINERY CORP., 245 Huron St., Brooklyn, N. Y. Evergreen 9-6585, has available entire plant of **SPIC & SPAN CLEANERS**, Brooklyn, N. Y.—6 Hoffman 54 x 70 all metal motor driven washers, 3 Hoffman 60" extractors, 3—8,000 gallon filters, 14 tumblers, 43 Hoffman presses, 5 Prosperity Power Circle shirt units. Many other items. **IN BUTTALO, N. Y.**—American 120" 8 roll ironer with 2 Lane folder; Huebsch and Gross tumblers. **IN AKRON, OHIO**—3—54 x 120—9 pocket stainless washers, new 1947, 60 x 96—6 pocket stainless steel, 42 x 72 stainless, 36 x 36 stainless, 54 x 84—6 pocket stainless. **AT JAMAICA, N. Y.**—American 6 roll ironer; Cascade washers; Notrux extractors, Tiltor units. **IN BROOKLYN, N. Y.**—American Sylon 8 roll ironer, 2—54" late Notrux extractors, 1—2 Lane folder and Prosperity coat presses, also available American 4 roll ironer and American 2 roll return ironer. 9652-4

AMERICAN MASTER CASCADE MONEL METAL WASHERS: 48 x 84" 6 COMPARTMENT 4 DOOR Y CYLINDER AND 44 x 84" 3 COMPARTMENT 3 DOOR CYLINDER. MOTOR DRIVEN. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 9667-4

42 x 84" SMITH DRUM, DOUBLE END DRIVE MONEL WASHERS, MOTOR DRIVEN, 2 COMPARTMENT 2 DOOR, CYLINDER DOORS CONVERTED TO OUR PINCH AND FOOL PROOF TYPE. REBUILT EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9668-4

6—44 x 84" Miller Laundry Machinery Co., two pocket all stainless steel motor driven wash machines, 1—American 6 roll 120" chest type flatwork ironer. Priced to sell. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY**, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763. 9669-4

For Sale—The following equipment: 1—Double Asher ironer, 1—American Tiltor, 4 girl shirt unit, 1 Huebsch, handkerchief ironer, 1—National Cash Register, 1—Ames, 75 K.W. engine generator, 3 PH. 220 V. 60 cycle with voltage regulator and all instruments in perfect condition, 1—65" x 36" Stack, 1/16" thick, 4 years old. All above machinery were very well maintained and all are in good operating condition. Inspection recommended. Please contact: Mr. David S. Borras at Royal Laundry Service, Inc., 700 South 15th Street, Newark, 3, N. J. Essex 3-3400. 9671-4

LAUNDRY CLOSING—Sale. Wash machine, extractor, tumbler, boiler 100 lbs. pressure, condensate pump, 200 gallon tank, diaper supplies, truck. All practically new, will sacrifice. **Kiddie Kare Diaper Service**, 125 S. Fulton St., Hazleton, Pa. 9688-4

Two Prosperity slevers. Serial numbers 156188 and 157695. Model 1025 P.O. Same as new. **London Laundry & Dry Cleaners**, London, Kentucky. 9704-4

2—50 POUND COOK OPEN END WASHERS. USED ABOUT ONE YEAR. REBUILT LIKE NEW. SUITABLE FOR 220 VOLT, 3 PHASE, 60 CYCLE CURRENT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9705-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL WELDED STAINLESS STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS STEEL CYLINDERS WITH OUR PINCH AND FOOL PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

American Zarmoeite 107A apparel press, excellent condition. Price \$165. **Belleville Laundry Co.**, Belleville, N. J. 9707-4

One Abe Cohen 3 tub blanket washing machine for \$300. For particulars write to Harris B. Dates, Residential Halls Laundry, Cornell University, Ithaca, N. Y. 9708-4

TEXTAGS for drycleaning identification. 189 boards in perfect condition. Very reasonable. **ADDRESS: Box 9716 — STARCHROOM LAUNDRY JOURNAL.** -4

FOR SALE: 5—Bishop revolving shirt sorting racks, excellent condition. 30—Textag assembly boards, complete with markers. By: Quaker City Laundry, 48th & Market Sts., Philadelphia 39, Pa. 9722-4

24 x 120" RETURN FEED SUPER IRONER, MOTOR DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

WOULD LIKE TO SELL A TROY 66" IRONER—IN EXCELLENT CONDITION—HAS BEEN IN A RELIGIOUS INSTITUTION—HAS RECEIVED EXCELLENT CARE—PRICE REASONABLE. Apply Mother Superior, 125 Governor Street, Providence 6, R. I. 9726-4

Snow Like Laundry

208 South 14th Ave., Mt. Vernon, N. Y.

RETIRING FROM BUSINESS

At request of, and as agents for the owners, CUMMINGS-LANDAU LAUNDRY MACHINERY CO. is offering the following equipment, subject to prior sale. Machines were in operation until February 9, 1952 and have been well maintained. All equipment must be removed from premises by March 30, 1952:

IRONERS—Individually motor driven, 220 volt, 3 phase, 60 cycle

- 1—American automatic handkerchief
- 1—American 120" Streamlined, 6 roll with Hamilton padding and vacuum system
- 1—Troy 120" 8 roll, Streamlined—(installed in 1951)

EXTRACTORS—Individually motor driven, 220 volt, 3 phase, 60 cycle

- 3—Bock
- 1—48" Troy SUPER MERCURY, high speed, stainless steel basket
- 1—48" American Humatic
- 1—30" American, extra deep, copper basket
- 1—50" Troy Olympic UNLOADING, with 2 sets of stainless steel baskets, 1 switch, monorail, 1 American Engineering lowhead hoist—(3 years old)

WASHERS—Individually motor driven, 220 volt, 3 phase, 60 cycle

- 3—48 x 126" 18 pocket, 18 door American Mammoth Master Cascade, Monel metal (completely rebuilt 1 year ago)
- 2—48 x 126" 24 pocket, 24 door Monel metal, American Mammoth Cascade
- 2—Prosperity 100 lbs. Open End
- 1—Prosperity 35 lb. Open End
- 1—Abe Cohen Blanket washer
- 1—36 x 54" American, Monel metal, 2 comp. 2 door
- 1—42 x 96" 8 comp. 8 door Pullman type American, Monel metal
- 2—42 x 96" 2 comp. 2 door AMERICAN CASCADE UNLOADING, Monel metal, (less than 3 years old)

PRESSES

- 3—American Tiltor shirt units, complete
- 2—Prosperity 451 Super Speedster Body Presses
- 16—American 61M Type Eagle 51" and 38" Body Presses
- 2—American Zarmo 51" Body Presses
- 5—American Zarmoelette Mushroom Presses
- 1—American Blouse Unit
- 1—Prosperity Blouse collar and cuff press
- 7—Vertical Sleevers

TUMBLERS

- 5—36 x 30" American, Hammond, Aircraft & Huebsch, 4 Coils, Motor Driven

DRYCLEANING UNIT

- 1—Mercury Model Z3 drycleaning system with Monel screen, for 140F solvent, (4 months old)
- 4—Hoffman and Pantex presses
- 1—Cissell and 1 Cyclone double windwhip

- 2—Cissell spotting boards
- 2—Sets of Cissell Puffers
- 1—Glover pants stretcher
- 1—Reliable Fur Drum

MISCELLANEOUS

- 1—American Clip Identification System consisting of 2 attaching and 2 detaching machines, with about 1000 numbered bars
- 5—Hand and Power National Marking Machines
- 400 Sets of Key-Tag Bars with 6 to 10 large pins
- 1—24" x 60' Lamson Conveyor
- 1—30" x 25' Conveyor
- 1—20 gallon Copper Starch Cooker
- 3—Singer mending machines
- 2—Osann button machines
- 1—4 Draw American Schramm combination blanket and curtain dryer
- 3—Howe Weightograph Scales
- 2—Trinor 100 lb. table scales
- Time Saver shirt transporters
- Floor and Ceiling Fans
- National Tappet tape dispensers
- Ironing Boards with Irons
- 2—Electric Water Coolers; 2 Curtain Fluters

POWER PLANT

- 1—104 KW Skinner Engine with Baker Valve, direct connected to GE Generator and exciter, complete with Panel Board and Voltage Regulator
- 1—General Motors 90 HP 6 cylinder Diesel Engine, complete with batteries for battery starting, direct connected to Delco 60 KW generator, complete with Simplex panel board and voltage regulator
- 1—7 x 9 Ingersoll Rand water cooled compressor, complete with 15 HP motor
- 1—9 x 11 Ingersoll Rand water cooled compressor, complete with 25 HP motor
- 1—After cooler, 1—Air Receiving tank
- 1—4 1/4 x 4 Worthington compressor, complete with tank and 3 HP motor
- 1—Set of Light Transformers

OFFICE EQUIPMENT

- 2—NATIONAL Cash Register Bookkeeping Machines (1 about 1 year old)
- 1—Elliot Addressograph System with cabinets and cutter
- 1—Postage Meter
- 2—Typewriters
- 4—Electric Adding Machines
- 10—Filing Cabinets
- 7—Desks
- 1—International Time Clock with Racks
- 20—Cardex file cabinets

INSPECTION RECOMMENDED

CUMMINGS-LANDAU LAUNDRY MACHINERY CO. INC.

305 Ten Eyck Street Brooklyn 6, N. Y.

HYacinth 7-1616

Bleach 'em SNOWY WHITE for 40c a ton...with Perchloron®

- Easy to use
- Safe for finest linens
- Retains Strength
- Inexpensive

With Perchloron you can bleach 5 tons of white work—using a 1% bleach—at a cost of about \$2.00*.

Why take chances on losing good will when the cost of bleaching with Perchloron is so low. Remember, laundries are frequently judged by the whiteness of the work turned out. With efficient washing and Perchloron you'll never have to make excuses for off-colored linens.

And Perchloron is easy to use! Just add 3¾ lb. Perchloron to 15 gal. of water, and then 3½ lb. soda ash and water to make 30 gal. Now you have a 1% available chlorine solution. And since Perchloron retains its strength, you know you will get a dependable full-strength bleach.

Remember, Perchloron is safe for the finest linens, and inexpensive. Why not order a supply of Perchloron now? Pennsylvania Salt Manufacturing Co., East: 1000 Widener Building, Philadelphia 7, Pa. West: Woolsey Building, 2168 Shattuck Ave., Berkeley 4, Calif.

*Based on the estimate that 625 family bundles contain, on an average, sixteen pounds of white work per bundle, \$2.00 would ordinarily cover the cost of bleaching all of these bundles (10,000 lbs. of white work) when Perchloron is used.



MAIL THIS COUPON FOR FREE SERVICE BULLETIN

**PENNSALT
CHEMICALS**

for Industry • Agriculture • Health • Home

PRODUCTS FOR LAUNDRY AND DRY CLEANING—Pensol • Perchloron • Penoxone • Erustocide • Erusto Salts • Erusto Blues • Quaker Blue • Erustalin • Erustisol • Erusto Filter Soap • Energex • Erusto Synthetic Solvent Soap • Erusto-Cetic • Erusto Oil, Paint and Grease Remover • Erusto Dry Spotter • Erusto Wet Cleaning Soap • Erusto Pre-Spotter • Erusticator • Erustolax • Peracator Salts—Trade Marks Reg. U. S. Pat. Off. Also: Penbrite • Sparkette • Thriflex • Erusto-Max • Erusto-Ray • Flo-Klear

Laundry & Dry Cleaning Department,
Pennsylvania Salt Manufacturing Co.,

Please send me a free copy of Service Bulletin No. 6, "How to Safely Bleach Cottons, Silks and Woolens."

NAME.....TITLE.....

COMPANY.....

ADDRESS.....

CITY.....STATE.....

2445

you'll be "money ahead"
if you modernize NOW

**GET MORE—
NET MORE—**

with the
HOFFMAN
Model "X"



- Got increasingly higher bills — to cover service and repair parts for antique presses? Modernize and pocket more net with a Model "X"!
- Speed up production — avoid the wasteful touch-ups of slow, balky machines. And cut the cost of each garment pressed with a Model "X"!
- Losing trade and pressers to competitors using modern presses? Build and hold satisfied customers (and employees) for more net, with a Model "X"!

**LET'S TALK
TERMS —**

THEY'RE
EASIER THAN
YOU THINK!

TOPS IN VALUE

... SINCE 1905



Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.